BROADCASTING

Vol. 1 No. 3 PUBLISHED IN WASHINGTON, D. C., NOVEMBER 15, 1931 • $3.00 the Year 15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

NBC ARTISTS SERVICE

OF THE

NATIONAL BROADCASTING COMPANY

GEORGE ENGLES, Director

"Distinguished Artists Under a Distinguished Management"

NBC Artists Service has under its management and available for radio programs the largest and most distinguished list of celebrities and features of the air. It represents the largest organization of its kind in the country.

NEW YORK—711 Fifth Avenue
CHICAGO—Merchandise Mart
SAN FRANCISCO—111 Sutter Street
PORTLAND, ORE.—Public Service Bldg.

XUM

CREAM *of the* NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio —according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by _ _ _ _ .

WCSH *Portland, Maine*

Affiliated with the NBC Basic Red Network

1000 Watts .. .. Full Time .. .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

FIRST in CHICAGO

- In Total Number of Local Clients
- In Total Number of Local Commercial Programs
- In Total Number of Local Commercial Hours
- In Total Dollars and Cents Revenue
- In Percentage of Renewals (Renewal Ratio)

The Air Theatre

25,000 WATTS
389.4 METERS

WBBM

100% Modulation
. . Clear Channel

WESTERN KEY STATION *of the* COLUMBIA BROADCASTING SYSTEM

Silhouettes Upon the Ether

OUT OF THE FAMOUS BELL LABORATORIES after six years of experiment, comes a vast improvement to broadcasting by electrical transcription: *Western Electric Noiseless Recording.* This new method, now offered to advertisers and advertising agencies as part of World Broadcasting System's facilities for nation-wide spot broadcasting, brings a richness and distinction to broadcasting that lifts these special programs completely out of the rank and file. It doubles the musical range and eliminates all extraneous surface noises—brilliantly silhouetting the program on the ether! America's leading advertisers are using what is now America's outstanding method of broadcasting. Among these are Chevrolet Motor Company, Vick Chemical Company, Drug, Inc., Life Savers, Inc., John H. Woodbury, Inc., Maxwell House Coffee, Remington Rand, Inc., Phillips' Dental Cream. While this method is fresh and new there is added value. The World Broadcasting System will gladly advise the station and time at which these programs may be heard in every part of the country. Ask for booklet SPOT BROADCASTING, 1932.

World Broadcasting System, Inc.

World Broadcasting Building — 50 West 57th St., New York

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE
179 King Street W., Toronto — 6-242 General Motors Building, Detroit — 333 N. Michigan Avenue, Chicago — Baker Hotel, Dallas, Texas.

Western Electric
NOISELESS RECORDING

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The NEWS MAGAZINE *of* THE FIFTH ESTATE

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Radio's Progress in Five Years of NBC

By MARTIN CODEL

Aylesworth, Looking Backward and Forward, Compares Art To Printing as Contribution to Advance of Civilization

FIVE YEARS of organized national broadcasting have brought radio to the stage where it may justly be described as marking the greatest advance since the invention of printing in man's eternal battle against ignorance, war and intolerance. Yet we are just on the threshold of increased achievements in radio broadcasting.

These are the words of Merlin Hall Aylesworth on the occasion of the fifth birthday of the National Broadcasting Company. It was only five years ago—on November 15th, 1926—that NBC was created and went into operation.

What a tremendous growth and development in such a short span! The story of NBC, like the story of radio itself, is an epic of modern achievement. It is needless to recount its brief history here, but it seems apropos to put down some of the views and impressions derived from his experiences during those short few years by the man who guided its destinies from its inception, Mr. Aylesworth.

It was Owen D. Young, then chairman of the boards of the General Electric Company and the Radio Corporation of America, who called Mr. Aylesworth to the helm of NBC when the project of a regular network was conceived as a logical successor of the occasional networks formed of its own and various independently owned stations by the American Telephone & Telegraph Co.

Owen Young's Idea

THE A. T. & T., which had developed many radio patents in its research laboratories and owned several stations, in 1926 decided to forsake the broadcasting field, leaving it to others. Yet it saw immense revenues for itself in the toll lines needed to link stations for networks. Mr. Young is generally credited with having conceived the idea of a great chain of radio stations obtaining highest grade programs from a common source and devoting all its attention to their widespread distribution.

M. H. Aylesworth

ONLY five years have elapsed since the NBC was created to provide the first regular network service to the American radio public. Those few years have been fraught with prideful accomplishment. Especially proud may be Merlin Hall Aylesworth, NBC president who has guided the destinies of the network since its inception.

Mr. Young called Mr. Aylesworth, son of a Denver minister and law graduate of the University of Colorado, from the managing directorship of the National Electric Light Association. The basic idea back of the network was that it should serve as a medium for disseminating programs that would stimulate radio equipment sales for its parent organizations. At that time the RCA held 50 per cent of its stock, G. E. held 30 per cent and the Westinghouse Company held 20 per cent. Today the NBC is a 100 per cent subsidiary of RCA.

How well NBC fulfilled its mission is only too well known by the radio world and the public at large. That within three years it placed itself free of subsidy and on a sound economic basis, is a fine commentary on Mr. Aylesworth's leadership and the efforts of the brilliant staff he gathered around him. What lies ahead for NBC—well, consider the gigantic Radio City project which John D. Rockefeller, Jr. decided to undertake largely upon the assurance that radio and television, as well as their allies of the opera, the theater and the movies, would be substantial tenants.

Two Years Ago

TWO YEARS ago Mr. Aylesworth wrote, for a symposium being prepared by this writer, as follows:

"The National Broadcasting Company came into existence as a realization of the ideal of nationwide broadcasting service. It was charged with the preparation and presentation of the highest type radio programs possible, together with the distribution of such programs via networks and associated radio stations throughout the country. As the starting point, it took over the ownership of Station WEAF and the extensive radio network developed by the American Telephone & Telegraph Company. WEAF became the key station for the first, or Red, network. Shortly afterward, Station WJZ of New York and Station WRC of Washington, both owned by the Radio Corporation of America, which had developed a modest network of stations, were taken over on a management and operation basis. Station WJZ became the originating station for a second, or Blue, network, thereby providing an alternative program in most territories already covered by the WEAF network. Still later, a third network was organized for the Pacific Coast, with San Francisco as the originating point. [Now there are two NBC networks on the Pacific Coast.]

Based on Service

"THUS came into being an organization primarily devoted to indirect sales promotion for the radio manufacturing industry. Its basic principle of operation was obvious. In order to carry out the purpose for which it was organized, it must of necessity be, first of all, an institution of service to the listening public, for the listener is the economic basis upon which the broadcasting structure rests. In other words, in order to serve the radio manufacturing industry, the broadcaster must give the radio listener what he wants. The sale of a radio set, in the final analysis is in reality the sale of a seat in the theater of the air. The buyer of that seat expects a continuous show throughout his waking hours, seven days a week, always different, always fresh, always interesting. Such is the sum and substance of the public's thought of an investment in radio.

"It was a kind of fate that caused commercial broadcasting to see the light of day in America—the New World—the Land of Opportunity—the haven of advertising and publicity. Having created a vast audience, the newly formed organization naturally turned to the sponsored program as the solution of its economic existence. In-

stead of looking upon the growing audience as a liability, this growing audience now became a valuable asset. Here, indeed, was the most numerous and attentive audience ever assembled. It could be reached in the quiet and intimate atmosphere of the home. It could be reached through the most natural channels for the exchange of human thought, namely, the speaking voice. And so the sponsored program received consideration.

"Today the radio station, as does its sister industry, the newspaper, depends for its financial support on advertising or the commercial message. A certain amount of time is set aside for broadcasting programs which include the messages of commercial institutions. The value of such advertising is its effect on the listener. So it is the listener who makes the programs. He is the judge, jury, prosecuting attorney, plaintiff, jailor and lord high executioner. If the broadcasters will furnish him what he wants, he will buy a radio set; if not, he will not buy. If nobody wants radio sets, there will be no value to advertising programs placed on the air, and the financial structure of the broadcasting business topples."

Apparently, the public liked and wanted what was offered. Soon there was another network in the field, furnishing stimulating competition. Today the United States Census Bureau figures indicate that there are nearly 15,000,000 homes with radios in this country—just about every other home. Mr. Aylesworth wrote further:

Public Receptive

"THE EXPENDITURE of millions of dollars annually, the employment of hundreds of thousands of men and women, the use of thousands of miles of specially engineered wires to form networks—all these factors make possible the programs to which the entire nation listens every evening and during the day. Radio has had a most amazing public acceptance—indeed, the most unusual acceptance of anything new since the beginning of time.

"It is to maintain that acceptance and the immense structure of the industry that the commercial program is cherished. It is the backbone of broadcasting, and as such, the foundation of every branch of the radio industry. It must serve industry and the public in general. And it does. To industry, the commercial program serves as the mouthpiece through which an organization may address the entire country. It serves the public by making possible programs of high quality such as would be impossible to attain were they to be financed in any other way."

To the foregoing explanation of the commercial basis of American radio Mr. Aylesworth, in our interview, said he could even now add but little. Brilliant, energetic, able, with a breadth of view born of his western heritage and with the keenest apperception of public relations of any man this writer has ever known, Mr. Aylesworth is today the outstanding figure in American broadcasting.

Since he was not disposed to discourse more on history and the whys of commercial radio, he was asked to tell his thoughts as they must travel back over five years of network dissemination of international and national programs of education, culture, current history, sports and entertainment. This is what he said:

"Organized national broadcasting today represents the greatest advance since the invention of type in man's eternal battle against ignorance, war and intolerance. In fact, the radio transmitter and printing press now stand shoulder to shoulder as the two greatest forces used by mankind in defeating those elements in civilization which have heretofore obstructed the road leading to international understanding and universal peace.

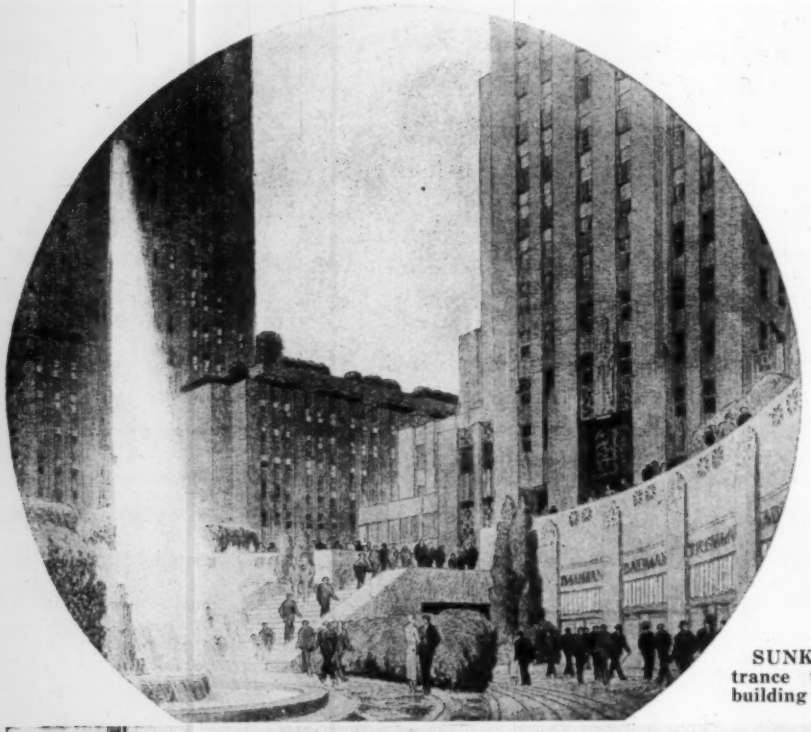
"In the field of promoting international good will and friendship needed as a foundation for world-wide amity, broadcasting of the future will play an important part. Already a tremendous start in this direction has been made. The programs which stations scattered at intervals throughout the country could not produce individually have been made possible under network organization. This is due to the fact that international and national broadcasts involve expense that would be prohibitive for one station.

Educated Public

"THE BEGINNING of such organized broadcasting came with the birth of the NBC in November, 1926. From the very first, the programs of this company were built with the idea of the greatest possible service to the American public. The problem of the heavy expense necessary to give such service and such programs was met by what are known as sponsored broadcasts. Whatever profit came from these broadcasts was immediately translated into NBC-sponsored presentations of an educational, religious, cultural and informative character.

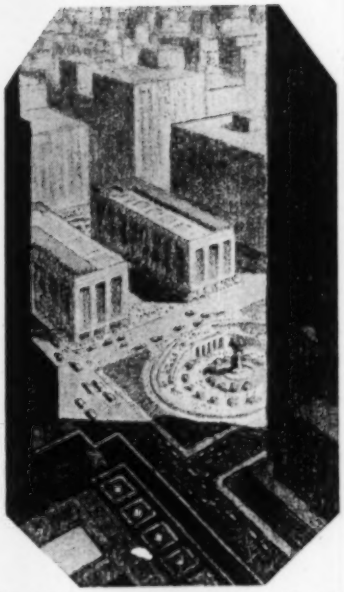
"The first result of national broadcasting was that residents of smallest hamlets in the country could hear the major musical organizations of the land. It put the most of out-of-the-way sections of the United States on a par with the larger cultural centers in this respect. Gradually there crept into the national consciousness an appreciation of the better things in the world of music and this was the primary step in education by radio. The second major development came shortly after the birth of NBC. For years public speakers, editorial writers, ministers and teachers had carried on a campaign to arouse in the minds of people a sense of

(*Continued on page 27*)



SUNKEN PLAZA—View of entrance to world's largest office building in Radio City.

TECHNICAL INQUIRERS—Officials of the Metropolitan Square Corporation and NBC, recently returned from a tour of Europe to collect data for Radio City. Left to right, Gerald Chatfield, technical director, NBC; Peter Clark, Radio City stage engineer; O. B. Hanson, manager of plant operations and engineering, NBC; S. L. (Roxy) Rothafel, in charge of Radio City theatrical enterprises; Leopold Ziegembeim, captain, S.S. Bremen; W. K. Harrison, Radio City architect; L. A. Reinhard, Radio City architect, and Arthur Pfister, NBC development laboratory.



PLAZA—A glimpse of adjacent buildings looking east from roof of International Music Hall.

Work on Radio City Construction Started

Leases in First 3 Units of Gigantic Project are Signed by Radio

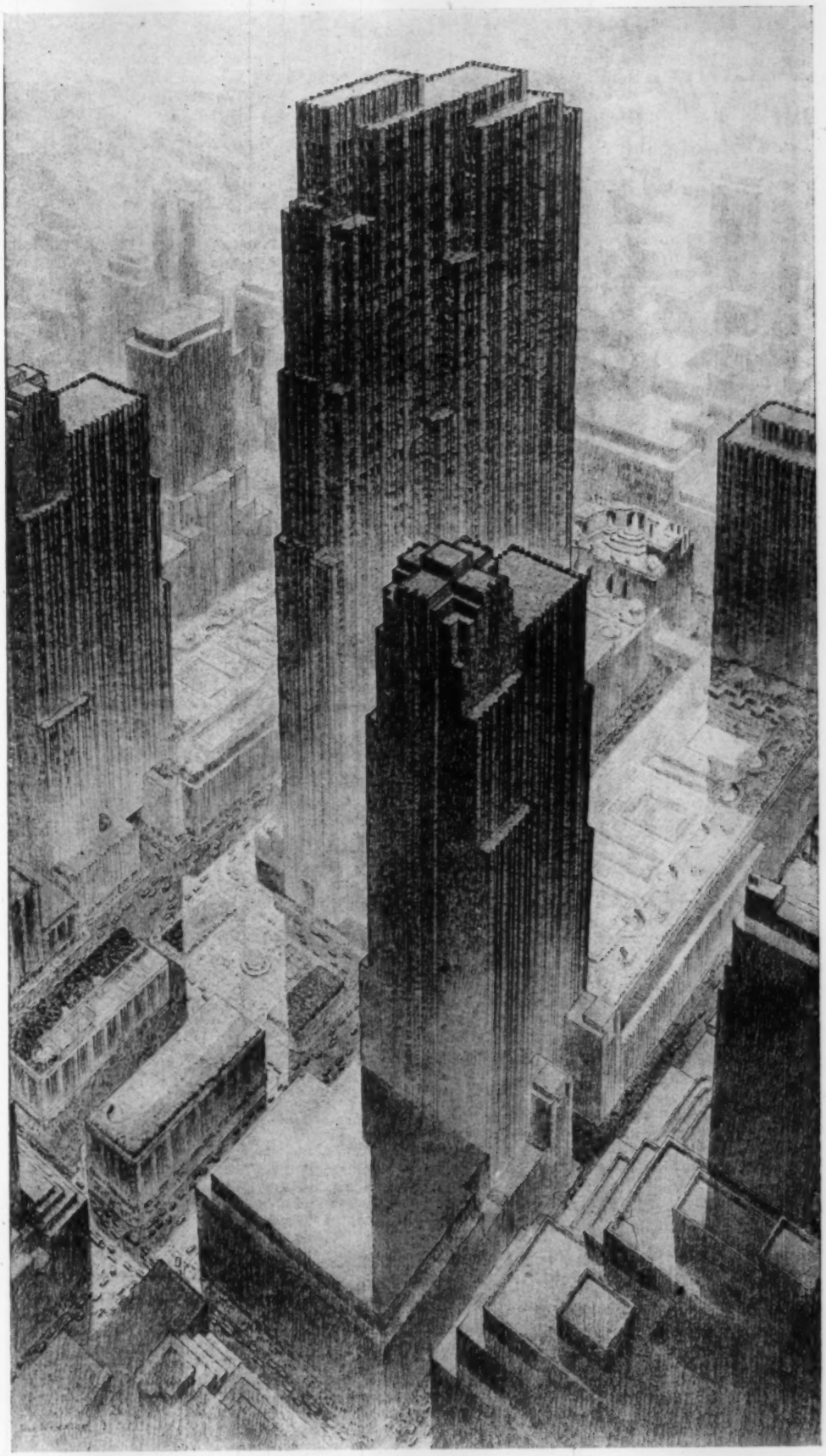
CONTRACTS have been awarded for the first three units of the gigantic Radio City project in midtown Manhattan, and work was started this month on the superstructures of two of them—the International Music Hall, which will house the world's largest theater, seating 6,500 persons, and the sound motion picture theater, which will seat 3,500.

About December 1 work will begin on the central unit of the entire project, a 66-story office and studio building that will tower 830 feet and that will house offices and studios of the NBC and various others. A 31-story office building, which will be occupied, with the exception of seven floors, by Radio-Keith-Orpheum Corporation and the RCA, will comprise an extension of the International Music Hall.

There are 10 buildings in all in the $250,000,000 development, which undoubtedly is the largest single building undertaking in modern history. Already leases have been signed for about 1,000,000 feet of space in the first three units by the radio interests that are to be the principal tenants of the art center sponsored and financed by John D. Rockefeller, Jr.

What is believed to be the greatest group lease in history was signed on November 19 by Col. Arthur Woods, president of the Metropolitan Square Corporation, Mr. Rockefeller's holding company, as lessor; David Sarnoff, president of RCA; M. H. Aylesworth, president of NBC; and Col. Hiram S. Brown, president of the Radio-Keith-Orpheum Corporation.

Nearly 725,000 square feet of office and studio space was taken in the central building by RCA, NBC, and various subsidiaries, to be occupied on May 1, 1933. About 275,000 square feet of office space were taken by RCA in the 31-story building to be occupied next October.



RADIO CITY—An air view of the general development that will cover three square blocks from 48th to 51st Streets, between Fifth and Sixth Avenues, New York City. The view is from the east side of Fifth Avenue. This $250,000,000 building project, the greatest in modern history, is being financed by John D. Rockefeller, Jr.

Higher Copyright License Rates Planned by Composers Society

Levy Scheduled February 1 May be as Much as Ten Per Cent of Each Station's Gross Income

ON THE THEORY that music is the backbone of radio broadcasting and that the copyright owners are entitled to a greater share of what they see as the growing profits of broadcasting, the American Society of Composers, Authors and Publishers is preparing to put into effect new license rates as of February 1, 1932. Exactly what the rates will be has not been disclosed, although unconfirmed reports have it that the Society is considering levying up to 10 per cent on each station's gross income.

Letters have been addressed by the various state representatives of the Society advising stations that "on or before January 1, 1932, we will advise you the terms and conditions upon which we will be prepared to enter into a new license with you for the privilege of broadcasting the copyrighted music of our members."

Further than this, the letters merely state that stations will be billed on or before the date of the expiration of their present licenses for the period to February 1, 1932. Most existing licenses are for one year but are cancellable on 30 days notice.

This move on the part of the Society came as somewhat of a surprise to the broadcasting fraternity, although it was well known that the Society was contemplating some step looking toward the derivation of more revenues from broadcasting than the nearly $1,000,000 a year it is now supposed to be getting.

The Society's notices were mailed in the wake of a conference between a Society committee and a committee of the National Association of Broadcasters in New York City on Sept. 23 on call of the copyright group. Ostensibly, the meeting was intended to establish some sort of yardstick for levying new license fees on stations. A formula to displace the present haphazard and inequable arrangements was being sought, the broadcasters were given to understand.

Most of the conference, it was learned, was devoted to the broadcasters stating their side of the case. The broadcasters were in agreement that the Society give consideration to the published card rates of a station, which were said to reflect the power, frequency and sales strength of the station as evaluated by the station owner himself. The Society committee heard the broadcasters but entered into no committments themselves beyond stating that a further conference would be called at a later date.

Radio Must Pay

SO FAR, no such conference has been called. At its Detroit convention in late October, the NAB board of directors also discussed the card rate basis of copyright license fees, and it was decided to place the matter in the hands of a special committee.

Whether the 10 per cent rate is really being contemplated by the Society, no one outside the organization is in a position to know. From its New York correspondent, BROADCASTING learned that the Society is taking the attitude that "radio must not bite the hand that feeds it music." Radio, he writes, is blamed for ruining the music publishing business and is held responsible for the alleged depression in the sheet music and phonograph businesses. And where the music business has suffered, figures are cited to show that the major broadcasting stations and the networks have been increasing their revenues substantially in the last 18 months.

The publishers of melody assert they cannot survive unless there is a substantial increase in the revenues forthcoming from the medium alleged to be responsible for the curtailment of the composers' and publishers' revenues from other sources. Our correspondent was informed that the Society is still busily engaged in computing what the new yardstick will be, and it was indicated that "the value of a composition may be based upon the revenue stations receive as a result of the program."

The Society points out that music is the commodity it has for sale, and its representatives contend that broadcasting cannot prosper without the tunes controlled and supplied by them. The organization's membership is given as 100 publishers and 750 writers.

Society's Attitude

"WE CONTROL no symphonic music or opera," said J. C. Rosenthal, general manager of the Society, in a statement that clearly reveals the Society's motives but gives only a faint inkling of its intentions. "Our products are the novelties, largely, upon which all modern high class entertainment is constructed. The broadcasting stations must have licenses to use these selections. We reserve the right to restrict their use from time to time as we deem necessary, otherwise a selection might be sung or played to death.

"Reputable broadcasters can get our permission to use certain music, but obviously, we must exercise control. It would not be wise for us to permit a broadcaster to run through the entire list of hits of a current Broadway show. That would keep people away from the theater. And when the show reached Chicago or some other city the tunes would be old and uninteresting because thousands heard them on the radio at home.

"We always take into account the commercial activities of the broadcasting stations when trying to arrive at an equitable arrangement with them. That is the main factor which determines how much the broadcaster is assessed for the music. The entire plan is a proposition of 'how much do you use our material and how much benefit do you derive from it?' That is a justifiable basis upon which to decide the tax. Obviously, we must demand a fair share of the proceeds of the organizations living primarily on our commodity.

Sheet Sales Ruined

"BACK in the halycon days of 1917 the performance rights for musical selections were only incidental. In those days a song was not a hit until 1,000,000 copies were sold. Frequently several million were sold over the counters of the music dealers. Today the sale of real hits in sheet form seldom goes over 100,000 copies. If they double that, it is a rare occasion.

"The phonograph was first to reduce the sale of sheet music. People began to collect libraries of records instead of sheet music. Now the radio has depleted the phonograph business and murdered sheet music sales. Now the only salvation for the music publishers is to collect their revenue from those who profit by the songs. They must collect from the broadcasters or quit the business."

The broadcasters it was indicated, are to derive further benefit from their music licenses. Recent arrangement completed by the Society enable stations in the United States to add certain music of foreign publishers to their libraries for microphone presentation. More than 1,000 selections are thereby freed for broadcasting in this country. The roster comprises England, France, Germany, Italy, Poland, Czechoslavakia, Sweden, Denmark, Norway, Brazil and the Argentine. This arrangement does not include symphonic and operatic selections.

Broadcasters are hopeful that they can remove some of the thorns in their side by some day controlling copyrights on compositions in much the same way that they have created artist bureaus to control the activities of the entertainers. The NBC has Radio Music, Inc. which points in this direction.

CELEBRITIES COMPARE NOTES—While Dr. Harvey Fletcher, Bell Laboratories engineer, demonstrates, Dr. Leopold Stokowski examines experimental broadcasting devices in New York laboratory. Dr. Stokowski studied engineering at Oxford before becoming a musician. He has just been awarded the CBS medal for distinguished contribution to radio for his improvements in the technique of handling orchestral music before the microphone.

CBS Contemplating Enlarged Quarters

New Studios May Number 30; Present Space is Crowded

HAVING outgrown its present quarters, CBS is considering preliminary plans for more commodious accommodations in New York. Whether the network will remain in its present building at 485 Madison Avenue, or move to a new structure especially built to accommodate its expanding needs, has not yet been determined.

Now occupying eight floors in the Columbia Broadcasting System Building, under lease, the network is cramped for space. It has eight studios in the present quarters, and, it is understood, is planning between 25 and 30 in whatever new quarters it may occupy.

The advent of the 15-minute program, together with repeat programs, which are broadcast during early evening for the East and late at night for the West, have taxed the studio facilities. Studio rehearsals for the increased number of programs have congested operations considerably.

Bids for studio construction, incorporating the latest acoustical designs, have been solicited from time to time by CBS in working out the preliminary plans. So far as can be learned, no definite contracts of any character have yet been awarded.

Mills Denies Resignation

DENIAL of published reports that he is resigning from the presidency of Radio Music Co., NBC subsidiary, is made by E. Claude Mills, who was formerly executive head of the American Society of Composers, Authors and Publishers. The report published in Variety stated that E. F. Bitner of Feist's would succeed Mr. Mills.

Radio Stations and Press In a New Alliance

By GEORGE A. HARDER
Editorial Director, New England Westinghouse Stations

WBZ-WBZA Broadcasts of Consolidated Press Service Said To Whet Public's Appetites for Whole Newspaper

THE VEXED question as to whether the publication of news is solely a press prerogative or may properly become a function of the broadcasting station still causes strong men to beat their breasts and hurl harsh words into each other's teeth. Manifesting itself in fitful outbursts and in as many forms as Hydra had heads, the controversy between the Fourth and Fifth estates rages on. Perennially, at the national and regional symposia of publishers and editors the radio, alleged half-wit cousin of the newspaper, comes in for round upon round of verbal lashings, in part, because of its alleged vicarious attempts to publish the news.

That a certain section of the press of this country has become profoundly aroused to the so-called "radio menace" nobody today doubts. Some of our newspapers ruefully view the child they helped to nurture as an accursed Frankenstein monster which, given another 10 years of life, may turn on and destroy them.

Now broadcasting in the exuberance of its youth may appear to have usurped some of the traditional functions of its venerable godfather. Who would doubt that such an invention as the radio, dedicated as it is to the service of the public, could fail to enter the publishing business? (I use "publishing" advisedly and in the Websterian sense "to make known to people in general," which definition, it appears, is not restricted by the medium used).

Solution is Found

TODAY, after years of experimenting with this phase of broadcasting, we have found what appears to be the ultimate solution. This station now has its own news bureau, and serves as Boston headquarters for one of the leading press associations.

Having no active newspaper affiliation, our stations took advantage of the first leased press wire to be made available to broadcasting stations. In April of this year WBZ-WBZA contracted for a three months' trial run of the daily service furnished by the Consolidated Press Association. Under the personal direction of Horace Epes, vice president and general manager of CPA, who came on from Washington, the first program of telegraph and cable dispatches was broadcast.

The idea of feeding a microphone direct from a teletype on a daily schedule was novel and at once captured the popular imagination. It was another pioneering venture for Westinghouse and one destined to have a far-reaching effect both on the press and radio broadcasting. In less than one year stations in many other parts of the United States have installed the service. Doubtless there will be many more to follow when the value of the service becomes more generally known and appreciated.

Since the New York wire was first opened, special writings, feature stories, and color yarns from correspondents all over the world have been drawn upon freely in developing new programs and adding fresh interest to existing programs. The press wire, delivering many thousand lines of copy daily to our studio, has also proved a useful reservoir upon which the program department may draw for emergency material when required to "fill" because of the non-appearance of artists or other uncontrollable interruptions.

Our New York wire opens every morning at 7 o'clock. Throughout the day the high-speed printers are about their monotonous, though not entirely unmusical business of drumming out copy in the office. The wire is usually clear soon after 3 o'clock.

Our treatment of raw copy is, I think, rather more elaborate than would be accorded routine matter by the telegraph desk of any metropolitan daily, at least insofar as the editorial function is concerned. In practice we take unusual liberties with all matter. The audience reaction unfailingly guides the blue pencils, for the aim is to make the listener feel that an absorbing tale is being unfolded to him.

Copy Made Breezy

WE USE the equivalent of heads and subheads, but they are uniformly keyed to the informal and conversational, taking more the form of casual introductions although being presented as straight radio continuity. Experience has shown that free use of general leads, editorial "asides" and tag lines is almost tantamount to the news copy itself in fashioning live, snappy broadcasts. We have also found that greater vitality and naturalness impinge on the "mike" if we encourage certain discreet forms of "ad lib" by the announcer, assuming that he is adept at that art.

In a word, the station eschews the canned type of news broadcast. Our editors seek to impart to copy which, however brilliantly written, sometimes becomes dry, prosaic stuff when read, a breezy slant that has a "stay-with-us" appeal to the listener. For the turning of a radio dial or a newspaper page are both actions proceeding from the same impulse.

However, that the audience is out there with ears attuned for the world's news there is plenty of evidence. Such sterling features as the daily dispatch from Washington by David Lawrence, styled "National Affairs," the stock market bulletins, "Who's News Today," fashion stories from Paris, movie gossip from Hollywood—all have their own regular followings. How do we know? By the same token that a newspaper knows, when it drops a favorite comic strip. When the radio audience is deprived of anything for which it has acquired a taste, it immediately becomes articulate.

Our happy conjugal arrangement with a press association is doubtless regarded by some of our sardonic newspaper friends as a morganatic union. We contend that it is a natural, logical and mutually profitable affiliation. Certain it is that our experience in the "publishing business" has belied all of the most precious fears of the newspapers. We have stolen nobody's circulation in anticipating by eight or ten hours the appearance of the news on the street. What we have done is to make the public more "news conscious" by whetting the listeners' appetites for the full news story with pictures as only the printed page can present them.

The time is not far distant when publishers no longer will regard radio broadcasting as inimical to their interests. They will discover that radio has left their province of printing news as secure and inviolate as ever and has, at the same time, aided them in growth and influence.

John F. McNamara, news announcer, at the mike presenting copy hot from leased press wire.

WBZ Editorial Department in action—Harry Goodwin, copy boy, tears stock market lead from teletypewriter for editor, George A. Harder.

Newspapers Owning or Affiliated with Radio Stations . . .

Following is a complete list, compiled from the best available records, of radio stations owned and controlled by or affiliated with newspapers, giving as much data about their tieups as could be procured in view of the fact that neither the Federal Radio Commission nor any other agency requires any stock listing or statement of ownership of radio stations; many of the affiliations are corporate, but others are merely news and promotional tieups:

ARIZONA

KTAR, Phoenix—Owned by Phoenix Republic and Gazette.
KPJM, Prescott—Affiliated with Prescott Journal-Miner.
KVOA, Tucson—Affiliated with Tucson Citizen.

ARKANSAS

KGJF, Little Rock—Affiliated with The Arkansas Farmer.

CALIFORNIA

KHJ, Los Angeles—Affiliated with Los Angeles Times (former owner).
KMTR, Los Angeles—Affiliated with Los Angeles Herald.
KNX, Los Angeles—Affiliated with Los Angeles Express (former owner).
KFWB, Hollywood—Affiliated with Los Angeles Examiner.
KFVD, Culver City—Affiliated with Los Angeles Record.
KELW, Burbank—Affiliated with Burbank Tribune.
KFOX, Long Beach—Affiliated with Long Beach Press-Telegram.
KPO, San Francisco—Owned jointly by San Francisco Chronicle and Hale Brothers (department store).
KFRC, San Francisco—Affiliated with San Francisco Call-Bulletin.
KTAB, San Francisco—Affiliated with Oakland Post-Enquirer.
KLX, Oakland—Owned and operated by Oakland Tribune.
KFBK, Sacramento—Owned by Sacramento Bee.
KMJ, Fresno—Owned by Fresno Bee.
KREG, Santa Ana—Affiliated (corporate) with and operated by Santa Ana Register.
KDB, Santa Barbara—Affiliated with Santa Barbara News.
KGDM, Stockton—Affiliated with Stockton Record.
KWG, Stockton—Owned by the McClatchy Newspapers, Sacramento, Cal.

DELAWARE

WILM, Wilmington—Affiliated with Wilmington Sunday Star.

DISTRICT OF COLUMBIA

WMAL, Washington—Affiliated (news) with Washington Star.
WOL, Washington—Affiliated (news) with Washington Herald and Washington Times.

FLORIDA

WFLA-WSUN, Clearwater—Affiliated (corporate) with Clearwater Sun.
WDAE, Tampa—Owned by Tampa Times.
WIOD, Miami—Affiliated with Miami Herald.

GEORGIA

WSB, Atlanta—Owned by Atlanta Journal.
WGST, Atlanta—Affiliated (news) with Atlanta Constitution and Atlanta Georgian.

IDAHO

KIDO, Boise—Affiliated with Boise Idaho Daily Statesman.

ILLINOIS

KYW, Chicago—Operated by Chicago Herald & Examiner (under lease from Westinghouse Co.)
WAAF, Chicago—Owned by Chicago Daily Drovers Journal.
WBBM, Chicago—Affiliated (news) with Chicago Illustrated Times.
WGES, Chicago—Owned by The Oak Leaves, Oak Park, Ill.
WGN, Chicago—Owned by Chicago Tribune.
WENR, Chicago—Affiliated (news) with Chicago American.
WLS, Chicago—Owned by The Prairie Farmer.
WMAQ, Chicago—Owned jointly by Chicago Daily News and NBC (50 per cent each) and managed by NBC.
WCBS, Springfield—Affiliated with Illinois State Journal and Illinois State Register.
WJBC, La Salle—Affiliated with Peru (Ill.) News-Herald.
KFLV, Rockford—Affiliated with Rockford Star and Register-Republic.

INDIANA

WFBM, Indianapolis—Affiliated (news) with Indianapolis Star and Indianapolis Times.
WHBU, Anderson—Affiliated with Anderson Bulletin.
WSBT, South Bend—Owned by South Bend Tribune.
WFAM, South Bend—Owned by South Bend Tribune.
WJAK, Elkhart—Affiliated (corporate) with Elkhart Truth.

IOWA

KSCJ, Sioux City—Owned by Sioux City Journal.
KTNT, Muscatine—Same ownership as Midwest Free Press (now off the air pending court appeal from Radio Commission order).
KSO, Clarinda—Owned by Des Moines Register & Tribune. (Through subsidiary corporation, 100 per cent controlled).
WIAS, Ottumwa—Owned by Des Moines Register & Tribune (same).
KFJY, Fort Dodge—Owned by Des Moines Register & Tribune (same).
KWCR, Cedar Rapids—Owned by Des Moines Register & Tribune (same).

KANSAS

WIBW, Topeka—Owned by Capper Publications-Topeka Capital.
KFH, Wichita—Owned by Wichita Eagle.
KGNO, Dodge City—Affiliated with Dodge City Globe.

KENTUCKY

WHAS, Louisville—Owned by Louisville Courier-Journal and Times.

LOUISIANA

WSMB, New Orleans—Affiliated with New Orleans Tribune and Item.
WWL, New Orleans—Affiliated with New Orleans States.
KTBS, Shreveport—Affiliated with Shreveport Journal.

MAINE

WCHS, Portland—Affiliated with Portland Press-Herald and Express.
WABI, Bangor—Affiliated with Bangor Commercial.
WLBZ, Bangor—Affiliated with Bangor News.

MASSACHUSETTS

WTAG, Worcester—Owned by Worcester Telegram and Gazette.
WEEI, Boston—Affiliated with Boston Globe.
WHDH, Gloucester—Affiliated (news) with Christian Science Monitor, Boston.

MICHIGAN

WWJ, Detroit—Owned by Detroit News.
WJR, Detroit—Affiliated (news) with Detroit Free Press (former owner).
WELL, Battle Creek—Owned by Battle Creek Enquirer-News.
WBEO, Marquette—Owned by Marquette Mining Journal.

MISSISSIPPI

WJDX, Jackson—Affiliated with Jackson News.
WQBC, Vicksburg—Affiliated with Vicksburg Herald and Post.

MISSOURI

WDAF, Kansas City—Owned by Kansas City Star.
KMBC, Kansas City—Affiliated (news) with Kansas City Journal-Post.
KSD, St. Louis—Owned by St. Louis Post Dispatch.

NEBRASKA

WJAG, Norfolk—Owned by Norfolk News.
WCAJ, Lincoln—Affiliated with Lincoln Star.

NEVADA

KOH, Reno—Owned by Sacramento (Cal.) Bee.

NEW JERSEY

WOR, Newark—Affiliated (news) with New York City Hearst newspapers.

NEW YORK

WGBS, New York City—Owned by William Randolph Hearst (New York American, Journal and Mirror).
WLTH, Brooklyn—Affiliated (news) with Brooklyn Eagle.
WCDA, New York City—Affiliated with New York Corriere d'America and New York Progresso Italo Americano.
WBEN, Buffalo—Owned by Buffalo News.
WOKO, Albany—Affiliated (corporate) with Albany Knickerbocker Press and News.

NORTH CAROLINA

WWNC, Asheville—Owned by Asheville Citizen and Times.
WSJS, Winston-Salem—Owned by Winston-Salem Journal and Twin City Sentinel.

OHIO

WFBE, Cincinnati—Owned by Cincinnati Post.

OKLAHOMA

WKY, Oklahoma City—Owned by Oklahoma Daily Oklahoman and Times.
KFJF, Oklamoha City—Affiliated with Oklahoma City News.
KCRC, Enid—Owned by Enid News and Eagle.
KGFF, Shawnee—Affiliated with Shawnee News and Star.
KGGF, South Coffeyville—Affiliated with Coffeyville Journal, Coffeyville, Kan.

OREGON

KGW, Portland—Owned by Portland Oregonian.
KOIN, Portland—Owned by Portland Oregon Journal.
KXL, Portland—Owned by Portland Telegram.
KMED, Medford—Affiliated with Medford Mail Tribune.

PENNSYLVANIA

WHAT, Philadelphia—Owned by Public Ledger Co., through subsidiary corporation.
WCAE, Pittsburgh—Owned by William Randolph Hearst (Pittsburgh Sun Telegraph).
WEDH, Erie—Owned by Erie Dispatch-Herald.
WFBG, Altoona—Affiliated with Altoona Tribune.
WSAN, Allentown—Owned by Allentown Call.
WBRE, Wilkes-Barre—Affiliated with Wilkes-Barre News.
WQAN, Scranton—Owned by Scranton Times.
WHP, Harrisburg—Owned by Harrisburg Telegraph.
WGBI, Scranton—Affiliated with Scranton Republican.
WGAL, Lancaster—Owned by Lancaster Intelligencer-Journal and New Era.

RHODE ISLAND

WEAN, Providence—Affiliated (news) with Providence News-Tribune.

SOUTH CAROLINA

WIS, Columbia—Affiliated with Columbia State.

TENNESSEE

WMC, Memphis—Owned by Memphis Commercial Appeal.
WTJS, Jackson—Owned by Jackson Sun.

TEXAS

WFAA, Dallas—Owned by Dallas News and Journal.
WBAP, Fort Worth—Owned by Fort Worth Record-Telegram and Star-Telegram.
KRLD, Dallas—Owned by Dallas Times-Herald.
WRR, Dallas—Affiliated with Dallas Dispatch.
KPRC, Houston—Owned by Houston Post-Dispatch.
KTLC, Houston—Affiliated (corporate) with Houston Post-Dispatch.
KFUL, Galveston—Owned by Galveston News and Tribune.
KTSA, San Antonio—Affiliated with San Antonio Light.
WOAI, San Antonio—Affiliated with San Antonio News and Express.
WACO, Waco—Affiliated with Waco News Tribune.
KWWG, Brownsville—Operated by Brownsville Herald; owned by City of Brownsville.
KGFI, Corpus Christi—Affiliated with Corpus Christi Caller and Times.
KGKL, San Angelo—Affiliated with San Angelo Standard-Times.

UTAH

KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.

VERMONT

WCAX, Burlington—Owned by Burlington Daily News.
WDEV, Waterbury—Owned by Waterbury Record.

VIRGINIA

WJSV, Alexandria—Owned by Independent Publishing Co., publishers, The Fellowship Forum.
WDBJ, Roanoke—Owned by Roanoke Times and World News.

WEST VIRGINIA

WHIS, Bluefield—Owned by Bluefield Telegraph.
WSAZ, Huntington—Affiliated with Huntington Advertiser and Herald-Dispatch.

WISCONSIN

WTMJ, Milwaukee—Owned by Milwaukee Journal.
WISN, Milwaukee—Owned by Milwaukee Wisconsin News.
WIBA, Madison—Owned jointly by Madison Capital Times and Wisconsin State Journal.
WEBC, Superior-Duluth—Affiliated (corporate) with Superior Telegram.
WCLO, Janesville—Owned by Janesville Gazette.
KFIZ, Fond du Lac—Owned by Fond du Lac Commonwealth Reporter.
WRJN, Racine—Owned by Racine Journal-News.
WHBL, Sheboygan—Owned by Sheboygan Press.

HAWAII

KGU, Honolulu—Owned by Honolulu Advertiser.
KGMB, Honolulu—Affiliated with Honolulu Star-Bulletin.

CANADA

CHNS, Halifax, N. S.—Owned by Halifax Herald.
CKAC, Montreal, Que.—Owned by Montreal La Presse.
CKCI, Quebec City—Owned by Quebec La Soleil.
CKGW, Toronto, Ont.—Affiliated with Toronto Evening Telegram.
CFCA, Toronto, Ont.—Owned by Toronto Star.
CKNC, Toronto, Ont.—Affiliated with Toronto Mail and Empire.
CFRB, Toronto, Ont.—Affiliated with Toronto Globe.
CHCS, Hamilton, Ont.—Owned by Hamilton Spectator.
CJGC, London, Ont.—Owned by London Free Press.
CKCK, Regina, Sask.—Owned by Regina Leader.
CFAC, Calgary, Alta.—Owned by Calgary Herald.
CJCJ, Calgary, Alta.—Owned by Calgary Albertan.
CJCA, Edmonton, Alta.—Owned by Edmonton Journal.
CKCD, Vancouver, B. C.—Owned by Vancouver Daily Province.

CUBA

CMCX, Marianao—Owned by El Mundo.

MEXICO

XEX, Mexico City—Owned by Mexico City Excelsior.

KWK Time-Teller Novel and Profitable

By THOMAS PATRICK CONVEY
President, Greater St. Louis Broadcasting Corporation

Concise Advertising Message Accompanies Correct Hour In Answer to 100,000 Telephone Calls Each Week

"GOOD MORNING, KWK--Grimm and Gorley will send a dozen gladioli to your home for 25 cents--The correct time is 7:42." Thus do twelve specially trained telephone girls answer a dial call from 100,000 listeners every week in St. Louis. The Greater St. Louis Broadcasting Corporation evolved this convenient scheme for furnishing time after conducting an extensive survey. Not only did the service gain an enthusiastic response from the public, it also attracted eager advertisers.

SOMEWHERE in St. Louis, a sleeper stirs uneasily, lifts his head from the pillow, glances at the clock beside his bed. It's not yet 7.30, but the light flooding through his window promises a bright and sunny day. Gently, if a bit resentfully, he removes his wife's elbow from his pillow and buries his face for that precious last forty winks.

But the forty winks are restless. His breathing never smooths out to the long, even rhythm of serene slumber. Somewhere in the back of his mind is the haunting impression that the sun was suspiciously high for 7.18 of an autumn morning. In a moment he starts up again, glances again at the clock, still 7.18. He listens, picks it up. It's stopped!

"Holy Moses, Marge! You forgot to wind the clock," he explodes to the lady of his choice, who has been dreaming of breakfast in bed, and leaps wildly to the chilly floor. "I'll bet it's after 8 o'clock right now! Look at that sun!"

The lady says nothing, but there's a warning in her eye as she slips into a breakfast gown. A warning he fails to notice, for aggrievedly he goes on: "Told you last time if you ever forgot that again I'd prob'ly get fired. No time to shave now!" A thought stops him in midflight for the bathroom. "Better call the boss right now. But what can I tell him?"

Moodily his glance beseeches aid from the telephone, the walls, the window—and brightens as it wanders to a card beside the 'phone. From the kitchen he hears a vicious clatter more expressive of anger than the commonplace matter of preparing ham an eggs, but he tries to shut it from his mind as he dials a number. And even the kitchen slam-bang doesn't drown out the reassuring pleasant, extraordinarily clear girl's voice that comes over the telephone:

Operators at Special Switchboard of KWK Time Teller Department

Thomas Patrick Convey

"Good-morning, KWK — Grimm and Gorly will send a dozen gladioli to your home for twenty-five cents.—The correct time is 7.42."

Saved! And with a sense of relief awakens a gnawing regret that he'd spoken a bit hastily to the little woman in the perfectly natural masculine impulse (funny how a couple could pick up all the traditional matrimonial habits in less than a year) to shift the blame to her. How could he square himself, with pay-day still a week off? Oh, the gladioli! Just the thing. She loves 'em. The lion of a moment ago becomes a lamb, kisses his unusually unresponsive wife with unusual enthusiasm, dashes to the office in good time, and by mid-afternoon the flowers and a tender card arrive to make smooth the way of his returning.

100,000 Cells—Weekly

AND IT all happened exactly that way—"or at least, it should have," as Oscar Wilde once said, for that's precisely the sort of service that the KWK "Time Teller" gives to an average of approximately 100,000 persons every week. And thereby hangs a tale.

St. Louisians used to be able to learn the time by calling the telephone company or one of the telegraph companies, but the wire lines discontinued the service. KWK, like other stations, broadcasts the correct time whenever practicable, but soon found it wasn't practicable often enough. Dozens of calls for the time were received at KWK's switchboard between broadcast signals. They increased disconcertingly when other concerns abandoned the service. The regular switchboard force was swamped for two hours early in the morning and two more late in the afternoon. Several operators and a number of new trunk lines had to be added, and it became obvious as increasing demands outstripped the increased facilities, something had to be done about it.

Clarence G. Cosby, general manager of KWK, and I conducted an extensive survey of the varied time services conducted throughout the country. In several cities we found that independent companies had been organized to handle it along the systematic lines that had seemed desirable to us, but in none had it been affiliated with a broadcasting concern. Such an affiliation, we believed, was logical; indeed, so far as we were concerned, it seemed an almost inevitable development of the service KWK had been giving for four years to the people of St. Louis and surrounding territory.

Immediate Response

LAST June KWK inaugurated the new service with seven trunk lines and four operators using ordinary desk telephones. On June 9 the announcement was broadcast that the time could no longer be obtained by calling the regular KWK switchboard, but would be given at any hour of the day or night by the "Time Teller" at Delmar 4040. On June 10 the service was demanded by no less than 44,284 persons! The limited initial facilities were simply buried under the hundreds of calls that came in every hour, and we had a frantic week of enlarging them, installing switchboards, training additional operators and arranging assignments of hour positions, while our announcers explained to the public that "busy signals" were inevitable under the circumstances, but that the service would be thoroughly adequate in a very few days.

The calls now average over 100,000 a week. They fell off to a degree after the first novelty wore out, but since then have steadily increased as the service was improved in efficiency and became established in the public favor. When this story was obtained by the edi-

(*Continued on page 32*)

Unsettled State of Broadcasting Basis of High Power Decision

Statement of Facts Explains Commission Awards; Appeals Expected From Several Stations

THE UNSETTLED status of broadcasting technique and the possibility that treaties may be made which will materially affect both the use and the number of frequencies available to this country motivated the Federal Radio Commission's decision against a blanket increase in power on clear channels to the maximum of 50 kw. This was the significant statement made by the Commission, Nov. 13, in its statement of facts and grounds for decision in the high power cases.

In first announcing tentatively its decisions on Oct. 1, at which time it awarded the maximum power of 50 kw. to nine stations among the two dozen applicants and 25 kw. power to six others, the Commission said the actions would not become effective until the statement of facts was made available. Since then, however, authority to increase its power from 15 to 25 kw. was given WBZ, Boston. Applicants who feel they are aggrieved by the Commission's decisions now have 20 days in which to note appeals to the Court of Appeals of the District of Columbia. A number of appeals are expected, and possibly the entire group of clear channel stations denied will go to the court.

Covering 75 pages, the statement of facts goes into the merits of each application separately. The awards of 50 kw. to WOR, Newark; WCAU, Philadelphia; WSB, Atlanta; WSM, Nashville; WCCO, Minneapolis; WHO - WOC, Des Moines-Davenport; KOA, Denver; KSL, Salt Lake City; and KPO, San Francisco, are supported as providing for maximum public service. Reasons for the selection of WHAM, Rochester; WBZ, Boston; WHAS, Louisville; WBT, Charlotte; WAPI, Birmingham; KVOO, Tulsa; and KFAB, Lincoln, Neb., for increases in power to 25 kw. also are given.

Other Problems

IN ITS general statement, the Commission brings out that leading engineers urged repeal of this order to permit all clear channel stations to use 50 kw. From a strict engineering viewpoint, it continues, the evidence tends to show that all stations on clear channels should be permitted to use the maximum power.

"However, there are other problems," the Commission states. "The art of radio broadcasting is still comparatively new and a well-defined regulation of it has existed for but little more than four years. During this time, and in recent years, the industry and the Commission have had an opportunity to study its development. The effect of General Order 42 is to increase the number of 50 kw. stations from 10 to approximately 20. If the order were adhered to, opportunity would be afforded for the industry, the public and the Commission to ascertain the results and study the effects. An overnight increase of all clear channel stations to 50 kw. power would not afford such an opportunity. Certainly the problems of this great industry must be met with deliberation and caution.

"While the general development of the art has been slow, the Commission is not unmindful of the fact that important discoveries have been made in one phase or another of transmission and reception. Likewise, the Commission is not unmindful that at this time research is being conducted in such matters, among others, as antenna design, precise frequency control and synchronization. While in the past the allocation of frequencies has not been seriously affected by changes in transmission and reception, developments may occur as a result of research which would have the effect of requiring radical changes in the allocation of frequencies. And in this connection it may likewise be noted that treaties may be made which would materially affect both the use and number of frequencies.

Expenditures Risked

"THE INSTALLATIONS requested by these applications involve expenditures of large sums of money. Stations may be required to forfeit facilities for many reasons, and as a result thereof suffer loss in investment and property. This possibility would be minimized if General Order 42 were adhered to. The Commission should hesitate to permit the expenditure of money with knowledge that it may soon be forced to require the wholesale scrapping of property. A proper application of the statutory standard requires that the Commission take these and many other factors into consideration in promulgating an order of general application."

In the First Zone, where it substituted WOR for WJZ, recommended by Chief Examiner Yost for the single vacant 50 kw. assignment, the Commision found that with the exception of the Newark station all others carry programs of the NBC. WOR, on the other hand, it found, is not affiliated with any chain and therefore "originates programs designed to meet the local needs of the state of New Jersey and surrounding area in the first and second zones."

In the Fourth Zone, where it substituted WHO-WOC for WGN, recommended by Mr. Yost, the Commission held that while WGN is financially and technically qualified to operate with increased power and, while the program service is very satisfactory, the "geographical location of the station and the provisions of General Order No. 42 prevent the granting of the requested increase."

CAPT. Lewis Burk, of WCSC, Charleston, S. C., announces that he has completed arrangements for the addition of that station to the CBS network.

Fiery Salesmanship

A NEW mark in high-powered radio salesmanship was set by WBEO, Marquette, Mich., recently when a fire razed the clothing store of one W. L. Katz. A radio announcer rushed to the scene, along with the customary crowd, and described the progress of the flames. So impressed was Katz that, when a WBEO advertising representative approached him during the broadcast, he signed a contract, sponsored a program, and recovered most of his losses the next day with a fire sale.

Directors Named

BY REASON of large purchases of stock, Albert D. Lasker, chairman of Lord & Thomas and Logan, advertising agency, William Wrigley, Jr., chewing gum manufacturer, and William Hertz, of the Yellow Cab Co., have become directors of the Paramount Publix Corp., which owns 50 per cent interest in CBS. Mr. Lasker heads an agency that probably places more national radio accounts than any other agency, while Mr. Wrigley's company recently entered into a large contract for radio time with CBS. Mr. Hertz will also be chairman of Paramount's finance committee.

Davis Seen Head of Radio in House

WITH Democratic control of the House apparently assured, the chairmanship of the Committee on Marine and Fisheries, which has charge of radio legislation, is expected to go to Representative Ewin L. Davis, of Tennessee, the committee's ranking Democrat. Had the Republicans retained control, the ranking Republican upon whom the chairmanship would have fallen was Representative Frederick R. Lehlbach, of New Jersey.

Wallace White, Jr., Republican, of Maine, former chairman of the House committee, takes his seat in the Senate when Congress convenes in December. Whether he will win a place on the Interstate Commerce Committee, which has charge of radio in the upper house, remains uncertain. Senator C. C. Dill, Democrat, of Washington, who was co-author of the Radio Act of 1927 with Mr. White, is a member of the Senate Interstate Commerce Committee.

Senator James Couzens, Republican, of Michigan, will retain his chairmanship of the Senate Interstate Commerce Committee and is expected to introduce again his bill for a Commission on Communications to replace the present Federal Radio Commission. In his recent address before the National Association of Broadcasters, Senator White came out in favor of a communications commission.

Gridiron Guide for Radio

CBS Invents Device Which Will Identify Football Players For Convenience of the Announcer

Ted Husing

"RED GRANGE is zig - zagging down the field with the ball . . . No, its Benny Friedman . . . my mistake, Oosterbaan is the man." That familiar chatter from favorite sports announcers won't occur very often hereafter over CBS, states a formal announcement of that network.

CBS has invented a new gadget for football player identification. Ted Husing and John E. Norton, master control engineer, perfected the mechanical device, and it is now being used by the sports announcer in each of his football broadcasts.

The apparatus is in the form of mechanisms contained in two box-like appliances, with top panels on each keyed to the lineups of the two football teams. One of the boxes has a series of 22 buttons for transmitting signals, and the other 22 corresponding light series for receiving the signals. By pressing the proper buttons on the one panel an observer communicates to Husing's receiving panel a detailed enumeration by name and position of the particular players on both contending teams participating in the play.

CBS says the apparatus is an answer to the long-felt need for some device whereby Husing could determine at a distance—and particularly in the hazy weather that so often exists for football contests —the details of the swift moves on the gridiron.

I. R. E. Mails Ballots For January Elections

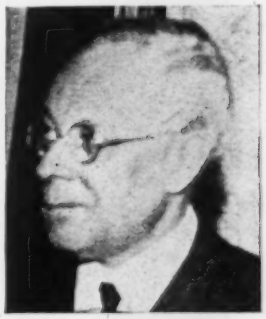
FELLOWS, members and associate members of the Institute of Radio Engineers have received election circulars and ballots for the election of officers for 1932. Nominees for president are Prof. W. G. Cady, of Wesleyan University, Middletown, Conn., and Laurens E. Whittemore, of the A. T. & T. Co., New York. For vice president the nominees are Prof. E. V. Appleton, of King's College, London, and Balth Van der Pol, of the Philips Lamp Works, Eindhoven, Holland. For managers, two of the following four nominees are to be elected: W. R. G. Baker, vice president, RCA Victor Co., Camden, N. J.; O. H. Caldwell, editor, Radio Retailing and Electronics, New York; L. E. Nelson, Bell Laboratories, New York, and Capt. Richard H. Ranger, consulting engineer, Newark. Ballots must reach the I. R. E. secretary, 33 W. 39th St., New York City, not later than Jan. 5, 1932.

On Cooperation With Advertising Agencies

By JOHN BENSON*
President, The American Association of Advertising Agencies

Future of Broadcasting Said to Hang on Joint Solution of Problem of Keeping Radio Fresh and Intriguing

RADIO advertising has become a young giant within a few years, but it is still in the novelty period. When this wears off, it will have to hold its own as a workaday medium against media that now do not offer serious competition. Such is the warning sounded by the head of the A.A.A.A. in this appeal to broadcasters.



John Benson

IN MY last year's address to this body, I dwelt at some length upon the advertising agency and its value to media owners like yourselves, I need not repeat that story here. I merely wish to point out that we are a commercial ally of broadcasting, and how.

In a nutshell, the agency's job is to make advertising *pay*. It is not to sell space or time for the media owner. It is not to gain undue advantage for the advertiser at the expense of advertising or for the publishers who provide a channel for it. Our dual position would be untenable on that basis. As experienced workmen we can serve both masters in the most substantial way it is possible to serve either. In making advertising productive we protect the investment of our clients; at the same time we serve the media owner by making his product, white space and circulation or time and coverage, of commercial value. We make a market for his product. That is the most effective selling we can do. Taking advantage of that market is his own job. In that respect he sells us.

Three Chief Objects

WE HAVE a large responsibility in three respects: In the first place, we must get results for our clients by a sound analysis of their needs, by skillful appeal to the consumer, by an effective choice of media, and by coordinating sales and advertising effort. In the second place, as a professional body we must develop advertising itself, improve its technique, protect public confidence in it and extend our knowledge of markets and media. I fear we have made more progress in the first respect than in the second. There is still much to be done in making advertising copy more reliable and serviceable to the reader. And that much will be done, I feel sure, not all at once, but one step at a time.

The third obligation we have is to the publisher in giving to his medium a full appreciation of its merit and to him a fair chance to present it. That involves on our part courteous and open-minded reception, an unbiased attitude and as much knowledge of media values as can be obtained.

The Four A's is operating in all three directions for the good of advertising as a whole. It has three main objects: to define and promote sound value in circulation and copy appeal; to maintain good faith and fair play in all of our relations; to improve advertising technique and lessen its cost. It operates a research department for the study of circulation values in all media fields, including coverage, duplication and buying power of listeners and readers. It seeks to make it easier for publishers and agencies to do business with each other, on a basis of mutual confidence and help.

Specifically, how does this affect the radio broadcasting medium?

We maintain a radio committee, just as we have committees representing every major medium of advertising, which acts as a connecting link between the broadcasting stations and our members, studying the needs of either and mediating between them. Our radio committee has been in current contact with the NAB commercial committee, discussing with them questions like coverage, what it is and how to define it; dual rates and differentials, and the harm they do; agency recognition and conditions for it, talent charges, time brokers, and station representation. These are all questions of timely and vital interest to us both, and they are being clarified and settled by joint consideration.

What progress has been made during the past year? Let us deal with each question separately.

No agreement has yet been arrived at about coverage of stations nor any joint plan set up to measure it. There has been more or less discussion about one method and another, but none has seemed adequate. Some stations have been doing the job themselves; the networks have done several jobs. These are all helpful, but not conclusive. Perhaps no conclusive survey can be made in so intangible a field. We advertising agents have been watching the development of the Crossley checking system, hoping that it might furnish the plan and the machinery for determining coverage, on a joint basis of support from advertisers, agencies and radio interests. That would mean considerable money in the aggregate, but with a light burden on each contributing unit. We are weighing this possibility and may have something to present in the near future.

Hits Dual Rate

THE DUAL rate is an evil the NAB can not officially deal with; it is an individual question between each station and its clientele. We have to work direct. We hope the stations will appreciate the inequity of two rates for the same thing, especially with a wide difference, and the handicap they impose upon the national advertiser's use of radio, in competition with the local. The rate differential in newspapers has been so grave a source of trouble during the past two or three years that radio stations might well take a leaf out of newspaper experience and early avoid its unfortunate results. Millions of advertising have drifted out of the press because of the rate differential and the confusion which it makes.

In the recognition of advertising agencies some progress has been made. A sub-committee has been appointed by the NAB to define the basis of recognition and to set up machinery for naming agents entitled to receive commissions. The NAB committee has invited our cooperation, which we have been giving in the form of data as to what other publishing bodies do; we have suggested that the radio industry might improve upon what has been done in other fields, that it might grant agency commission only to those individuals and firms which sustain an agency relationship to clients and are equipped to do an agency job. This is the only restriction we offer in a broad policy of recognizing all applicants who can qualify.

What we mean is that only professional service should be supported by an agency commission, and that involves three things: intimate acquaintance with the client's entire advertising and selling problem, a wide knowledge of advertising media and technique, and a disinterested position as far as media are concerned. These are the qualifications which mark the advertising agent. He does not produce material or sell time. We have no desire at all to see the field limited; everybody should be free to qualify for recognition who can.

Talent questions have not been acute in the spot broadcasting field. Recordings have been largely used for national advertising, and steady progress has been made both in the making of records and in the use of them by station and advertiser.

The question of station representation is strictly speaking no concern of ours, although we are deeply interested. In the first place, its expense is an element in rates, and secondly, it furnishes us our contact with stations. That contact is all important. We need uniform and reliable information about all the factors which enter into station value and we want that information direct or through channels organized by the stations themselves. It does not seem sound to have time brokers representing competing stations as loosely as they do. That is not fair to the station.

Lauds Bureau Idea

IT SEEMS to me the recent move to build up joint representation for a group of stations which do not compete, such as Advertisers Radio Service, Inc., is in the right direction. That is sure to prove economical and to do a straightforward selling job.

NAB officers recently suggested

(*Continued on page 30*)

*From an address before Detroit Convention of the National Association of Broadcasters, Oct. 26.

Broadcasters Warned to Install New Frequency Control Early

Stations Advised to Buy from Reliable Makers and to Arrange for Test by U. S. Supervisor

A WARNING to broadcasters that the time is getting comparatively short for the installation of frequency control apparatus capable of maintaining operation within 50 cycles, plus and minus, of the assigned frequency, comes from the Federal Radio Commission. General Order 116, which curtails the permissable deviation from 500 to 50 cycles, becomes effective June 25, 1932—exactly one year from the date of promulgation.

Many stations are now equipped with apparatus which generally relies upon an audible check. Such equipment, however, will not be satisfactory for the 50 cycle check, as the audible device is not sufficiently accurate. Some visual means must be provided to comply with the Commission's order, and it is felt, therefore, that stations will have to purchase new checking equipment in advance of the effective date of the order.

Here is the substance of the information made available at the Commission for the guidance of broadcasters, many of whom have been perplexed as to what was demanded:

It is extremely difficult to manufacture frequency control equipment that will maintain its frequency within 50 cycles of a given frequency without a vast amount of research and development work. It is not likely that the average composite equipment will be satisfactory for this use, and it would be well for stations to purchase equipment from recognized manufacturers who are thoroughly familiar with the designs of such apparatus and have adequate laboratory facilities to insure precision instruments.

Test Recommended

UPON the purchase of such equipment licensees are advised to arrange a schedule with the nearest supervisor of radio equipped to make frequency measurements to check the apparatus upon its installation. In general, it has been found that the supervisors are very willing to cooperate. This test, considered the best that can be made, should be conducted by determining the frequency of the station by the checking means at the time the supervisor is making a check. The results should be compared. If the two checks agree as to the frequency, the necessary result is attained, but if not further calibrating must be undertaken.

Manufacturers all now guarantee that the equipment will maintain the operating frequency within 50 cycles of the assignment. It is seldom pointed out, however, that this can only be done when extreme diligence of operation is pursued and when the operators of the stations are thoroughly familiar with the equipment. Often stations will buy a new broadcast transmitter guaranteed and represented to them as capable of maintaining frequency within 50 cycles or less.

The licensee has this equipment installed and tuned by the manufacturer, and then thinks his worries on frequency deviations are over. But this is far from the case and only by a rigid program of maintenance and operation and checking would it be possible to prevent deviation over 50 cycles. The design of broadcast equipment has not developed to the stage where the transmitter will run itself with anything like the regularity of a power sub-station.

Early Purchase Urged

SEVERAL manufacturers of standard equipment have announced that they are making equipment for checking the frequency of broadcast stations within 50 cycles by visual means. It would be advisable for station owners to buy such equipment as soon as available to get it functioning properly and to familiarize operators with the duties of maintaining the frequency within 50 cycles well before it becomes a violation to deviate in excess of this amount.

Probably the Commission will be lenient with deviators for a while after the order becomes effective, but it is undoubtedly the intention to enforce the order as soon as possible because of the vast improvement that will result in broadcasting.

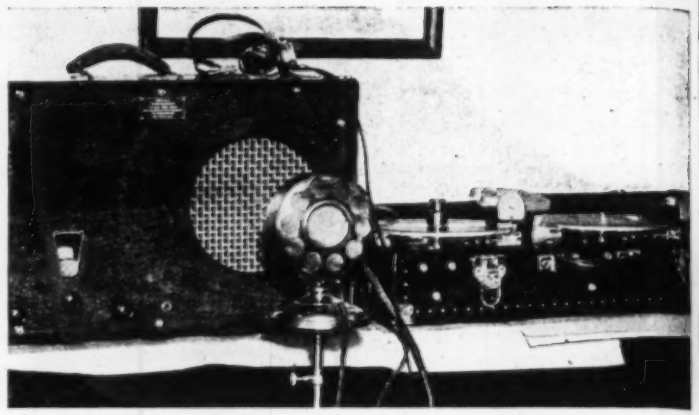
Any station now seriously limited in coverage by heterodynes from other stations could eliminate the difficulty entirely if all stations on the channel maintained their frequency within 50 cycles. Many stations have taken advantage of this already, but there are still many heterodynes on all the local channels and on most of the regional channels.

Copyright on Elections Broadcast Over B. B. C.

A NEW phase of copyrighting was introduced recently by the British Broadcasting Corporation when it broadcast periodical results of the general election. An announcement of the program carried the following warning:

"The public are reminded that no outside use may be made of broadcast election results. The copyright of all broadcast election results and of all other news supplied by the news agencies is strictly reserved by the latter. The news is issued for the private use of owners of receiving sets only and may not be communicated to the public by loudspeaker, lantern slide, printed slip, or other device. Unauthorized re-diffusion renders the persons responsible liable to legal action."

The B.B.C. added that it was also unable to give news at any time over the telephone and asked listeners not to call for such information.



Radio Commission's Robot Listener

SINCE its acquisition four months ago, the Federal Radio Commission's automatic program recorder has been used by its broadcast engineers to record complete transcriptions of the programs of stations "under investigation." Already the Commission's legal division has used such evidence in the preparation of several cases.

The apparatus was accepted by the Commission on July 8. Costing about $1,000, it was developed for the Commission by the RCA Photophone, Inc. By using the apparatus the Commission hopes to obviate the need of employing corps of stenographers working in relays to obtain verbatim transcriptions.

It consists of three portable units, electrically operated on AC current. There is phonograph recorder containing two motor-driven turntables which operate continuously and are overlapping, a recording amplifier, a microphone, and a highly selective receiver. With this combination, the Commission is enabled to pick up a particular station and record its entire program on the pregrooved blank discs. Special needles must be used and the discs can be played immediately after the recording is completed on a turntable of 33 1/3 r.p.m.

Removal of Shuler Station is Ordered

REMOVAL from the air of KGEF, Los Angeles, owned by the Rev. Robert P. Shuler, pastor of the Trinity Methodist Church, South, was ordered Nov. 13 by the Federal Radio Commission in overruling the recommendation of Chief Examiner Ellis A. Yost, that the station's license be removed. (Report No. 241).

Terminating nearly a year of controversy, the Commission found that Shuler's crusades against prohibition, alleged vice conditions and various local and national political problems, as well as his attacks upon public and other officials, were contrary to the public interest. Although it has no power of censorship, the Commission said it does have the duty of determining whether the standard of public interest fixed by law has been or will be met in the use of a broadcasting license.

According to the Commission, the record of the hearings held in Los Angeles from Jan. 8 to 24, 1931 as well as oral arguments before the Commission itself last September 26, is "replete" with instances in which the pastor has violated the public service mandate. Shuler, the Commission found, was convicted of contempt of court upon two charges resulting from addresses broadcast in Sept. 1929, has repeatedly attacked the Catholic Church and is "serving to promote religious strife and antagonism."

On the facts the Commission found that Los Angeles now has 18 radio stations, affording it service equal to that received in any locality in the country. KGEF was assigned to 1300 kc. with 1 kw., half-time, and represents an investment of $43,250. At the same time the Commission denied three other applications.

Reversing Examiner Pratt, the Commission denied the application of WLBW, Oil City, Pa., for authority to erect a transmitter at Erie, Ja., to be operated in synchronism with WLBW at Oil City. Examiner Pratt was sustained in the denial of the application of WEDH, Erie, for change in frequency from 1420 to 940 kc., with an increase in power from 100 to 500 watts night and 1 kw. day, with unlimited hours of operation.

The Commission also denied the application of Palmer K. Leberman & Lois C. Leberman for a new local station at Honolulu operating on 1420 kc. with 100 watts unlimited time, reversing Mr. Yost.

New York Leads Count of Nation's Radio Sets

NEW YORK has assumed the lead among the 46 states and the District of Columbia thus far reported in the U. S. Census Bureau's radio census. Its report issued Nov. 5 reveals that 1,829,123 of New York's 3,162,118 homes or 57.8 per cent had radios when the count was taken on April 1, 1930.

The report, classified by counties and cities, shows that hardly a single community in the state has less than 40 per cent of its homes equipped with radios, while some exceed 80 per cent. The average number of persons per family in the state is given as 4. In the five boroughs of New York City, 1,021,651 of the 1,728,695 homes or 59.1 per cent reported radios. Only the counts for Illinois, Pennsylvania, and the territories and possessions remain to complete the radio census.

Validity of Quota Regulations To be Decided by Appeals Court

Davis Amendment Meets Test as Patrick and Caldwell Argue WPTF and KECA Cases

Duke Patrick

CASES growing out of the "quota yardstick" regulations of the Federal Radio Commission, designed to bring about the equalization of facilities held to be required by the Davis amendment, are passing in review before the Court of Appeals of the District of Columbia, and the validity of these controverted provisions will be decided within the next few weeks.

Viewed as a showdown on the Commission's authority to adjust arbitrarily the distribution of broadcast facilities among the zones and states, the test before the court is the constitutionality of the Davis amendment itself. If sustained by the court, the Commission can proceed with a free hand in leveling the allocation of facilities to the quotas specified for each state, which would mean that about one-half of the states would stand to lose stations, power and hours on the air, while others would be entitled to increased facilities.

First oral arguments were heard by the Court Nov. 2 having to do with the unit system and the means of making it fully operative (General Orders 92 and 102) as well as the validity of the Davis amendment. Louis G. Caldwell, former general counsel of the Commission, attacked the provisions in behalf of WPTF, Raleigh, and KECA, Los Angeles. The former station was denied an increase from 1 to 5 kw., limited time and the latter an increase in daytime power from 1 to 2½ kw., because of General Order 102. Duke M. Patrick, assistant general counsel, defended the Commission's rulings and the validity of the regulations.

The Court, however, has yet to hear a number of other cases also raising questions as to the validity of the quota regulations and the unit system, but based on radically different premises.

In his arguments, Mr. Caldwell contended that the quota regulations were invalid because they provided for a mathematical distribution of facilities among the states. He held that so literal an interpretation was not required by the Davis amendment, and that the phrase "as nearly as possible" used in the act imparted to the Commission latitude that it has not seen fit to use.

Already Exceed Units

AT THE time the Commission established 400 as the maximum number of units that should serve as the quota for the country, there actually were 422 units assigned. Now, Mr. Caldwell asserted, 433 units are assigned. Using the number of units actually assigned rather than the arbitrary maximum placed by the Commission, he pointed out, North Carolina would not be overquota and granting of the WPTF application would be unquestioned.

If the interpretation of the Davis amendment is correct as translated in the quota regulations, Mr. Caldwell argued, then the Davis amendment is unconstitutional, as violative of the due process clause. He said it was an "arbitrary, unreasonable and destructive burden on interstate commerce, not within the power to regulate interstate and foreign commerce and not even remotely necessary or reasonably incidental to the accomplishment of any purpose which Congress may constitutionally attempt to serve."

Mr. Caldwell alluded to recent decisions of the Commission which he held were at variance these general orders. The Commission, he said, has disregarded its own regulations by granting additional facilities to overquota states. By failing to grant the WPTF and KECA applications, in view of these other decisions, he insisted, the Commission has discriminated against those stations.

Commission Defended

Louis G. Caldwell

MR. PATRICK defended the Commission's orders on the broad ground that they are consonant with the Radio Act of 1927 and the Davis amendment. Congress indicated a result to be achieved and the Commission adopted the orders for the purpose of bringing about that result, he argued.

Assaults on the orders question their wisdom rather than their validity, Mr. Patrick asserted. He went into the facts of the cases, pointing out particularly that the Los Angeles area now is adequately served by the great number of stations there. Steps leading to the adoption of the Davis amendment, were recounted, and he held that the quota regulations were in line with that legislation.

The Commission simply is carrying out the mandate of Congress in these orders, he said. If the application of the Davis amendment as so construed seems unscientific, Mr. Patrick asserted, it is a matter for Congress rather than the courts to decide.

Other Appeals Pend

MOST IMPORTANT of the new appeals are those filed by WIBO and WPCC, Chicago, ordered deleted by the Commission to make way for WJKS, Gary, Ind. Illinois is overquota and Indiana underquota, and the Commission held that to grant the Indiana application would make for a more equitable distribution, in compliance with its quota regulations. Also drawn into these cases are the questions of property rights and of the constitutionality of the radio act itself, since the properties of the two stations would be totally destroyed should the Commission's decision be sustained. Levi Cooke represents both stations, which now are operating under stay orders.

A third appeal, filed Nov. 4 by Bethuel M. Webster, Jr., and Paul M. Segal, former general counsel and assistant general counsel, respectively, of the Commission, in behalf of WREN, Lawrence, Kan., also challenges the application of General Order 102. The station on Oct. 16 was denied its request to increase day power from 1 kw. to 2½ kw. and to move its transmitter site from Lawrence to a point 22 miles from its present site. The Commission erred in applying both 92 and 102 to the case, it is contended.

Changes Expected In Codified Rules

Regulations Due Feb. 1 Affect Station Breaks, Use of Discs

INCORPORATING a number of important changes affecting broadcasters, such as station break announcements and electrical transcriptions, the Federal Radio Commission has approved new rules and regulations governing radio in which all general orders heretofore issued are codified. The new regulations probably will become effective on Feb. 1, and it is unlikely that they will be made public until published in final form, which will require several weeks.

The new regulations will be published in a 200-page volume and will supersede the some 120 general orders which have been issued by the Commission during the four years of its existence. The entire radio field, covering communications as well as broadcasting is to be covered in the new set of rules and regulations.

While definite information is not available, it is understood that station breaks will be required at half-hour intervals, on the half-hour, rather than each 15-minutes as specified in the existing general order (No. 8). In dramatic skits and speeches, call-letter announcements probably will be required only at the end of the program so as not to break the continuity. Such a modification of the regulations, would be directly in line with the pleas of both networks, officials of which called attention to the decided trend toward 15-minute programs, which require 15-minute announcements at any rate.

With respect to electrical transcriptions, the Commission has yielded to an extent to the requests of broadcasters, as reflected in a resolution adopted at the recent convention of the National Association of Broadcasters. It is expected that the Commission will not require stations to announce precisely that a particular recorded program is an electrical transcription or a phonograph record or that the record was made for "broadcast purposes only." The term "mechanical reproduction" probably will be used in the modified provision, and the descriptive language likely will be left to the station itself, with the definite understanding that the wording will be sufficiently clear as not to deceive the listener.

There probably will be some slight amendment in the quota provisions, as now defined in General Orders 92 and 102, but it is not expected that it will be of material significance. The Commission also has relaxed the provisions of its recently invoked order (General Order 106), having to do with the maintenance of operating and program logs by all stations, to minimize the hardship on small stations.

Otherwise, it is understood the modified regulations, insofar as broadcasting is concerned, are of routine character. The Commission tentatively has decided upon Feb. 1 as the effective date because the new one-tenth per cent separations in the high frequencies, which involve a complete shift in assignments, become effective on that date.

Among other things this new alignment (General Order 119) provides for changes with respect to visual broadcasting, designed to aid experiments. The channel of 1550 kc., just above the broadcast band, is set aside as the television sound track, and the 2850 to 2950 kc. band is exchanged for the aviation band 1600 to 1700 kc. Heretofore 1604 kc. has been used as the sound track, but it was so far removed that it could not be picked up readily by the conventional broadcast receiver.

RCA Income Report

TOTAL gross income of $73,638,-019 and net income of $3,957,489 for RCA and its subsidiaries for the first nine months of 1931 were announced Nov. 9 by David Sarnoff, president. During the same period last year the gross income was $85,150,256 and the net income $870,753. The statement for the first nine months of the current year shows earnings of $52,980 in excess of dividend requirements on the preferred stocks. For the third quarter of 1931 gross income of RCA and its subsidiaries was $25,-664,292 and net income $1,318,785. The statement shows that earnings for the third quarter of 1931 were $17,685 in excess of dividend requirements of the preferred stocks.

Wile to Geneva

FREDERIC WILLIAM WILE, Washington political analyst of CBS, will broadcast regular reports from the Geneva disarmament conference that begins Feb. 2. He will sail in mid-January with the U. S. delegation. Conference dignitaries will be brought before the microphone by Mr. Wile, who also covered the London conference in the same way.

KOIL Joins NBC

KOIL, of Council Bluffs, Omaha, owned and operated by the Mona Motor Oil Company, will become an associate station of NBC on Dec. 1. It will become a basic unit of the NBC-WJZ network. At present it is a CBS outlet.

KGMB, Honolulu, broadcast special Navy Day programs from a submarine at sea and a fleet of airplanes on October 27 with the cooperation of the Navy Department. The programs were transmitted to the station by short waves.

XUM

Approval of XER Stirs U. S. Stations

Mexico Expected to Sanction Other Mid-Channel Units

DETERMINATION by Mexican authorities that the operation of XER, new high power station at Villa Acuna, Mex., built by Dr. John R. Brinkley, deposed Kansas medico-broadcaster, is not "prejudicial to United States stations" may bring chaos on certain of the wavelengths and result in serious international complications.

The Mexican Ministry of Communications on Nov. 6 issued a bulletin in which it gave Brinkley and his 75 kw. station a clean bill of health. As a result Brinkley now is on the air nightly using the station much in the same manner as he employed KFKB, Milford, Kan. He is covering a substantial portion of this country on 735 kc., and, according to reports, is seriously curtailing the remote service of the Canadian and United States stations on adjacent channels.

"Any person has the right to use this station (XER) for announcements and commercial broadcasts," said the bulletin of the Mexican Ministry. "It is not true that a 75,000 watt station in Mexico can be considered prejudicial to United States stations, since this station and those in the United States operate on different wavelengths. This one is in absolute compliance with the international regulations now in force."

This opinion is interpreted to mean that Mexico construes mid-channel operation to be in compliance with the international regulations, despite the fact that a 10-kilocycle separation between stations has been adjudged the standard. All Mexican stations of substantial power have been and are being assigned to mid-channel rather than on the precise frequencies used by Canadian or American stations in the attempt to circumvent the international regulations.

More Stations Building

THE FACT that eight or ten new stations of substantial power are being constructed just across the Mexican border for the ostensible purpose of serving American listeners makes more serious the ruling respecting XER. It is presumed that the authorities will apply the same principle to these new stations, in which case very damaging interference is inevitable.

Under the ruling, Brinkley now is permitted to enter and leave Mexico apparently at will. Mexican authorities, prior to the opinion, had prevented his entry, and Brinkley had protested to the State Department. It is evident that the ministry's opinion is in reply either to protests against Brinkley made by the State Department or by independent American broadcasters, for it answers specific questions.

The famous "question box" programs, which were the primary cause for the Federal Radio Commission's deletion of KFKB, are being continued over XER by Brinkley. He reads letters over the air, and broadcasts other material which was construed by the Commission to be improper.

Fame Reaches Egypt

THE fame of Amos 'n' Andy has spread to Egypt, where a little group of Americans sits up nearly all night to tune in the program from the short wave auxiliary of KDKA, Pittsburgh. Because of the time difference, it is midnight when the program is picked up in Egypt along with the "late afternoon" sports announcements. Two of the fans have written the station asking that Amos 'n' Andy be broadcast at an earlier hour "for the benefit of a few Americans out here."

Crusade Launched on Fortune-Telling

Society of Magicians Enlists Aid of Radio Commission

A CRUSADE against fortune-telling and astrological broadcasts has been launched by the Society of American Magicians, and the assistance of the Federal Radio Commission has been enlisted for the expulsion of such programs from the air, Julien J. Proskauer, chairman of the press bureau of the society and a radio engineer, announces from New York City.

Declaring that the society is engaged in an "endless war against fortune tellers of all kinds," Mr. Proskauer said the Commission should take summary action against violators of its own edicts having to do with programs of this character. The society, he brought out, will not condone improper broadcasts by its members. He cited as an example the recent expulsion of one of its members.

"On Oct. 21," said Mr. Proskauer, "Rajah Raboid, who has been broadcasting on many stations throughout the country, was unanimously expelled from the society. Raboid was convicted in New York City for fortune telling and his arrest and conviction were the reasons for his expulsion. Charges made against Raboid that he used the radio to broadcast false information were also made.'

Raboid, Mr. Proskauer said, was a "very prominent and active member" of the society.

The Commission recently cited several stations for astrological and fortune-telling broadcasts alleged to be of questionable character. While it has not issued specific regulations governing broadcasts of such programs, the Commission authorized a statement last May 7 in which it decried the use of programs smacking of lottery, fortune-telling or similar gift enterprises.

There also is some thought that the Commission might construe "question and answer" programs as point-to-point communication in violation of its policy. Many western stations which have used such features regularly are changing the type of programs to circumvent possible action by the Commission. Instead of "fortune tellers," "seers" and the like, several stations now label these programs "schools," "classes" and "institutes."

John Holbrook of NBC Wins Award for Diction

JOHN HOLBROOK, NBC announcer, is the third winner of the gold medal for good diction on the radio awarded annually by the American Academy of Arts and Letters. Milton J. Cross won in 1929 and Alwyn W. Bach in 1930. Both are members of the NBC staff. Hamlin Garland, chairman of the Radio Committee of the Academy made the award on Nov. 12.

The award is administered by a committee of the academy and an advisory group comprised of educators who judge the diction of announcers. It was decided in 1929 to recognize radio broadcasting because of its unexampled opportunity to influence common usage among the American people. It is contended that the announcers' choice of suitable words, their enunciation, correctness of pronunciation, their accent and avoidance of all that is tawdry and cheap make them a powerful factor in raising the general level of intellectual expression among the masses.

Five points, scoring 20 per cent each, are considered in determining the winner. They are enunciation, pronunciation, freedom from local peculiarities, personality and general cultural effect.

Recommend Denials of Television Applications

DENIALS of two applications for authority to engage in television experimentation have been recommended to the Federal Radio Commission on the ground that the applicants failed to prove adequate technical qualifications. In Report No. 276, Chief Examiner Ellis A. Yost recommended denial of the applications of Indiana's Community Broadcasting Corp., Hartford City, Ind. Examiner Elmer W. Pratt recommended denial of the application of Pilot Radio & Tube Corp., Lawrence, Mass., in report No. 278.

With the view eventually of creating a market for television receivers, the Pilot company on Nov. 2 asked the Commission to approve its application for a new television station of 250 watts. Witnesses testified that the Pilot company has been engaged in laboratory experimentation and that it desires to conduct practical air tests. The 2000-2100 kc. band was sought.

Authority to use the 2750-2850 kc. band with 50 watts for experimental visual broadcasting was sought at a hearing by Indiana's Community Broadcasting Corp. Experiments were planned with a view to designing a television transmitter capable of televising a picture with 10,000 elements, it was said. The proposed visual station would be synchronized with the sound facilities of WLBC, Muncie, Ind.

Applications of Television Laboratories, Ltd., San Francisco, and of Frank Telewski, North Bergen, N. J., for experimental television stations which had been scheduled for hearing during the week of Nov. 2 were withdrawn. The application of the Knickerbocker Broadcasting Co., Inc., New York City, (WMCA) was postponed until Nov. 23.

Hearst Negotiating To Acquire WLWL

THAT Hearst interests have bid for WLWL, New York, limited time, 5 kw. station on 1100 kc., and are still interested in this station, was revealed at hearings before the Federal Radio Commission on Nov. 4 and 5, involving the application of the New York station for increased hours of operation. Operated by the Missionary Society of St. Paul the Apostle, the station is assigned approximately two hours daily with WPG, Atlantic City. Increased time was sought, witnesses testified, to permit the station to go commercial.

William G. H. Finch, technical director of the Hearst Newspapers Radio Service, and secretary and chief engineer of the American Radio News Corporation, public utility long-wave news-distributing subsidiary of the Hearst organization, attended the hearings, but did not disclose his mission, or take the stand.

Miss Forence Harrington, program manager of WLWL, testified that Hearst held an option to buy the station for a four-week period recently, and that negotiations for leasing of the station by Hearst also had been conducted. It was revealed also that CBS bid for the station a year ago, but that the project was dropped.

Might Pay $500,000

SO FAR as can be learned, Hearst made a bid for WLWL but the licensees refused to sell. Because of the station's 5 kw. power and excellent frequency, Hearst is understood to be willing to pay $500,000 for it, should it be successful in procuring one-half time on the frequency. Hearst paid $100 for the option which now has expired.

Kiernan - Launders Associates, Inc., New York, advertising representatives of WLWL, also appeared at the hearing to support the station's application for increased time. William E. Leahy, Washington, appeared as counsel, and the Rev. Henry F. Riley and Joseph F. Deppe, engineer, were additional witnesses. For WPG, E. M. Spence, vice president and director, Norman Reed, program director, and Dr. Leon Levy, secretary of CBS, operating the station, appeared. That station was represented by Littlepage, Littlepage & Spearman.

On Oct. 10, William Randolph Hearst, head of the Hearst newsgathering and publishing enterprises, announced consummation of the deal whereby he procured ownership of WGBS, New York City. Shortly thereafter he acquired control of WCAE, Pittsburgh, effective January 1. He also owns WISN, Milwaukee. Moreover, most of the Hearst newspapers have affiliations with independently-owned stations in the 20 or more cities where they are published. In Chicago, for example, the Herald-Examiner leases KYW, high-power outlet of Westinghouse, while the Hearst afternoon paper there, the American, recently switched from a news affiliation with WIBO to WENR, of NBC.

Cost of Futile Hearings is Appalling

Need of Reform Recognized by Commission to Save Broadcasters Needless Loss of Time and Money

By SOL TAISHOFF

TIME and money, to an appalling degree, are being wasted every week at futile hearings before the Federal Radio Commission necessitated by hundreds of "frivolous" applications filed by broadcasters or would-be broadcasters. A survey of the situation shows the dire need for some sort of reform that would discourage the influx of such applications and eliminate many hearings that do nothing but arouse ill feeling.

Many thousands of dollars that might better be diverted to improvement of programs and stabilization of the industry are being spent by broadcasters hailed to Washington for hearings on the slightest provocation, or because somebody somewhere in these United States covets an established broadcaster's assignment. Taxpayers' money appropriated for the Commission similarly is being senselessly wasted.

That many hearings are worthy and essential cannot be gainsaid, but that some reform is needed to throttle the deluge of utterly hopeless applications that go to hearing is glaringly evident. Existing conditions which find some broadcasters cited to defend themselves a dozen times a year, many of whom have to travel across the continent, must be ameliorated. Hardly a station on the air escapes hearing or notice of hearing as a party respondent during a Commission term, and those sessions in Washington are becoming the bane of the broadcasters' existence.

The seriousness of the situation can be discerned from latest statistics covering Commission activities relative to broadcasting. During the fiscal year ended June 30, 1931, a total of 3,784 broadcast applications was filed. Of these, 573 were designated for hearing, and 150 of the latter were defaulted or denied without hearing. Applications withdrawn and dismissed totaled 175; those reconsidered and granted totaled 21; those denied after hearing, 97; and those granted after hearing, 46. The balance was made up of applications withdrawn, granted without hearing and of comparatively miscellaneous character, and those still pending.

Cost of Hearings

REDUCED to dollars, Commission records show that for the conduct of hearings during the 1931 fiscal year the Commission spent $76,661.49. How much broadcasters and applicants spent at hearings which accomplished nothing cannot be estimated.

There was appropriated for the 1931 fiscal year $450,000, of which the Commission spent $441,736. Of that amount $328,978 was disbursed for personal services for the entire organization. Personnel retained for the sole purpose of holding hearings, such as examiners, lawyers, and clerks, were paid $51,840. In addition, $24,821 was expended for stenographic reports of proceedings before the examiners to bring the entire total of $76,661.49.

Official Opinions . . .

Chairman C. McK. Saltzman: "There should be some sort of reform. There are too many frivilous applications filed with the Commission."

Commissioner Ira E. Robinson: "Too many applications are unwisely filed, thereby incurring useless expense to the government, to the applicant and to the station or stations attacked."

Commissioner Harold A. Lafount: "Steps should be taken to throttle the influx of unwise and utterly hopeless applications that eventually go to hearing. Whether this should be done by Congress or by the Commission is not material, but the problem should be coped with at once."

Commissioner William D. L. Starbuck: "The Commission is doing its utmost to discourage applications, which, on their face, cannot be successful. Applicants should be forced to prove their good faith in advance of hearings and not force needless expense upon respondents."

General Counsel Thad H. Brown: "Hearings in the field might be the solution of the problem, particularly in extremely important cases where the parties involved are in the same general locality."

The majority of the Commission members agree that something should be done, but they are not prepared to offer a remedy. Legislation seems the likely course, but the Commission is not essaying to tell Congress what to do about this situation. The Commission insists that it is adhering to the letter of the law and that hearings must be designated when an application is in proper form and when the applicant demands it. The advantage of such procedure, officials say, is that the broadcasters are placed on their mettle, and must be alive to the fact that they are privileged to keep their franchises only so long as they are able to prove they can use them in the public interest better than anyone else.

That factor, however, is more than outweighed by the evils of the system whereby any citizen can attack the position of any broadcaster and force him to hearing. The Commission's own regulations are responsible for a fair proportion of the applications and resultant hearings, such as those arising under the quota regulations (General Orders 92 and 102).

Just what the solution to this perplexing problem may be, it is difficult to say. Several courses, however, are possible and have been discussed from time to time by members of Congress, Commission officials, broadcasters and lawyers specializing in radio practice. In every instance remedial legislation by Congress would be entailed.

Legislation Proposed

ONE PROPOSAL is that legislation be enacted permitting the Commission to follow court practice and assess costs of hearings against unsuccessful applicants. An applicant, under this system, would go into a hearing with the realization that, if he is not successful, he will have to pay for the stenographic record, clerk hire, and other incidental expenses accruing to the Commission for the handling of the case. This unquestionably would have the immediate result of eliminating scores of applications filed by financially incompetent individuals or companies.

A second course suggested is that of requiring applicants to post bonds with the Commission to show their good faith and to defray hearing costs. Yet a third course — and one that seems entirely logical—would be to send examiners of the Commission into the field to take testimony, thus minimizing the expense to broadcasters in traveling to Washington. This practice is followed by the Interstate Commerce Commission, and is also provided for in the Radio Act of 1927.

Still another suggestion is that longer license periods be provided, to make broadcasters less vulnerable to attack and to safeguard their positions. The license periods now are for six months, whereas prior to a year ago they were issued for 90 days only.

Stricter requirements with respect to the filing of papers preliminary to hearing might be a long stride in the direction of weeding out undesirable or incompetent applications. This would not preclude a bona fide applicant from obtaining a hearing, under the law, if he demanded it.

Changing of the requirements of existing regulations (General Order 93) whereby it would be impossible for an applicant to refile an application denied or defaulted for periods of one and two years, instead of the existing provisions of six months and one year, also might alleviate some of the hearing hardship.

The Commission, of course, realizes and feels that it is the definite purpose of the hearing provisions of the Act to encourage deserving applications whereby stations legitimately seek to improve their position through showings of public interest. In general, applications which are carefully prepared both from the legal and technical standpoints, should be encouraged, for only by such procedure can the level of broadcasting service be raised.

The foregoing figures and comment give some idea how futile are most of the applications filed with the Commission and the hearings that follow them.

Waking Up Famous

THE FOUR Mills Brothers, negro quartet from Piqua, O., who skyrocketed to radio fame over CBS in less than two short months, have been signed for the next Ziegfeld Follies. They also have started a four-week run with Paramount vaudeville in New York at $1,250 per week. With only a guitar to accompany them, the quartet sounds like a jazz band over the air. Each brother imitates an instrument. They arrived in New York two months ago, virtually penniless and unknown, from Cleveland. En route they sang on the streets to pick up enough change to pay their transportation. It is reported that while the group was in Washington local stations spurned them with the remark that they were not in the habit of picking up talent from the streets. They simply walked into the CBS New York offices, asked for an audition, and were immediately signed.

Bar Head Names New Communications Group

APPOINTMENT of the membership of the Standing Committee on Communications for the ensuing year was announced Nov. 6 by Guy Thompson, of St. Louis, president of the American Bar Association. Reappointed were Louis G. Caldwell, Washington, as chairman, and John C. Kendall, Portland, Ore. New members are John W. Guider, Washington; Frank P. Walsh, chairman of the power authority of the state of New York, and Robert Stone, Topeka, Kan. They succeed William E. Greene, St. Paul; Stephen Davis, New York, and Cassius E. Gates, Seattle.

Mr. Caldwell announced that the committee is considering holding a preliminary meeting in December, and possibly another open meeting for general discussion of legal aspects of radio, notably broadcasting, during the winter. Both meetings probably will be held in Washington.

WOR Acts Quickly

FOUR hours after its power supply had been cut off through an unusual accident, WOR, Newark, was back on the air Nov. 5 with an emergency mobile power station. A dredge dropped anchor in the Passaic River at 1:30 that afternoon and snapped the cable which fed power to the transmitter at Kearny, N. J. The station was deluged with telephone calls a few minutes after it became silent. WOR operated on its auxiliary 500-watt transmitter until the cable break was mended.

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

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F. GAITHER TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Building
Washington, D. C.
Metropolitan 1786

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1931, by Broadcasting Publications, Inc.

Copyrights

PROBABLY no other industry in the land operates under the same restraints, with respect to its day by day and hour by hour conduct, that are imposed upon broadcasting. We refer not merely to rigid federal regulation but to copyright restrictions. Comes now the American Society of Composers, Authors and Publishers with notice of its intention to levy new license fees—undoubtedly increases—upon radio stations using its copyrighted works.

The subject is treated in some detail in the news columns of this issue. Exactly what the Society intends to do—the new yardstick it has evolved, if any—does not seem to be ready for disclosure at this writing. But that the Society intends to impose new license conditions for the performance of its copyrights on the radio, as of February 1, 1932, is definite.

No one will deny the composers and publishers their right to a fair return on their effort. But the rate of return from so young and nebulous a business as broadcasting must be determined on a live-and-let-live-basis. The Society is entitled to pay, of course, but we doubt whether it is entitled to an arbitrary percentage of any station's gross as it has been suggested may be exacted.

We are rather inclined to agree with the NAB that a station's own card rate might provide a truer basis for the yardstick which the broadcasters are as eager as the composers to find. The copyright owners, we believe, are looking at the whole picture of broadcasting wrongly when they insist that the broadcasters are destroying their sheet music and other sources of revenue while earning huge profits for themselves.

As a matter of fact, the best information available is that about half the radio stations are still operating at a dollars and cents loss. These include, of course, the non-commercial stations. Those stations that are profitable are by no means entirely secure in their positions, what with the severe requirements constantly being imposed upon them by the federal government.

The public, through Congress, grants the composer or author an enforceable right in his work for a limited period of time on the theory that he will give the public the benefit of his creation. If the copyright owners increase their radio license rates so far that they practically stifle the use of their product by the broadcasters, who serve the public, they virtually abrogate the theory of copyright laws.

As those laws are now written, however, it would seem that the copyright owners can levy any rates they please. Excessive rates, far beyond the capacity of a station to pay or so great as to preclude a station from maintaining itself on a sound economic basis, can ruin any broadcaster. Apparently he has no recourse under the present law but to pay. But it is also true that the copyright owners will ruin their own "market" at the same time, for they cannot hope to destroy radio as an institution.

Where else but in radio does such a situation obtain, the laws of the country demanding public service from radio on the one hand and so broadly protecting those who hold radio at their mercy on the other hand? The broadcasters should unite for organized effort. They must be willing to accede to the copyright holders their due, but they must at the same time protect themselves. Organized, the broadcasters are a powerful entity whose good will and revenues are as needful to the composers and publishers as the latters' works are necessary to the conduct of radio stations.

Radio and the Press

WALTER A. STRONG, who until his recent untimely death was publisher of the Chicago Daily News, once made the statement that 90 per cent of the readers of his paper may be classed as members of the radio audience. That is why he placed so much store by his radio page and the radio station adjunct to his newspaper.

All this ballyhoo about radio's encroachment upon the provinces of the press finds some of the leading newspaper publishers in the country intelligently refusing to pay heed. Either they are themselves in radio—and very happy in the wedlock—or they are cognizant of the immense revenues the new art and industry has brought them by way of new sources of advertising lineage.

Significant in the extreme is the listing published in this issue of newspapers owning or affiliated with broadcasting stations. Our count shows that 155 of the approximately 800 stations in North America and Hawaii are newspaper owned or affiliated.

All but 16 of these are in the United States and Hawaii. Of this total of 139, there are 74 owned outright or partially owned by newspapers. There are probably as many more stations that newspapers are trying to buy.

We note with gratification the intelligence being displayed toward radio by such important newspapermen as William Randolph Hearst, nearly every one of whose newspapers has a radio affiliation where possible, and Karl Bickel, president of the United Press, whose book last year was one of the ablest treatises ever done on the subject. So long as a goodly array of journalists are close corporate allies of radio, so long as the dissentient journalists are divided among themselves and so long as there are non-radio-owning journalists with intelligence and vision enough to see that radio can and wants to be a powerful ally of the press—just so long need the broadcasters pay no heed to the tempest in a teapot that certain press interests have been trying to create.

The RADIO BOOK SHELF

"Radio in Advertising," by Orrin E. Dunlap, Jr., Radio Editor, The New York Times, (Harper & Bros., New York, $5.00), is a book written to aid advertisers, especially those interested in reaching the consumer by radio. The 383 pages contain valuable information and suggestions for station owners and their sales departments, the program directors, the continuity writers, the market research experts, statisticians, musical directors and artists.

This is a handbook for every advertising agency, and all advertising departments of industry, for everyone interested in broadcast advertising. It is an excellent refrence book and contains a wealth of facts and statistics regarding radio advertising. The book has a carefully prepared index and seventeen appendices of practical material.

Mr. Dunlap's other book on this subject, "Advertising by Radio," (Ronald Press, New York), is another volume that every advertising agency and radio station should have in its library.

DIALOGUES and episodes that are actual reproductions of the radio sketches of Charles J. Correll and Freeman F. Gosden largely comprise the new book "Here They Are—Amos 'n' Andy," just published by Ray Long and Richard R. Smith, Inc., now on sale at $1. Publisher Long until recently was editor of Cosmopolitan magazine. The book is the Pepsodent team's first literary effort and is prefaced by a foreword by Irvin S. Cobb, who asserts: "I claim these two stout fellows won a place in the popular taste and have held it against all comers because they are so natural, so simple, so full of unforced joyousness, so doggoned human." Gluyas Williams drew the jacket cover.

TRADE areas analyses should be an integral factor in the commercial conduct of any broadcasting station. Two bulletins just issued by the U. S. Census Bureau will enable commercial managers to determine the amount of retail and wholesale business being done annually in their particular trade areas, and at the same time to evaluate the derisability of stressing certain lines of products in going after new business.

One of the bulletins is the preliminary "United States Summary of Retail Distribution" compiled in connection with the 1930 census of distribution. It contains a summary of the principal national and state figures of retail distribution by nearly 1,550,000 stores, filling stations, restaurants and other retail establishments, based on preliminary reports covering every city with a population of 10,000 or more and every state, broken down by kind of business. The final report will be made available later, the preliminary report being available from the Census Bureau free of charge.

Similarly, there is a bulletin titled "Wholesale Trade, United States Summary," which contains a map showing the concentration of wholesale trade in the United States by counties, a chart of the volume of wholesale trade by states, descriptive text and statistics on the wholesale trade of the United States and by counties. The latter booklet is available from the Superintendent of Documents, Government Printing Office, at 5 cents.

We Pay Our Respects to—

OWEN D. YOUNG

FOR THE MAGNIFICENT job his committee on the mobilization of relief resources has done in marshalling the nation's radio resources to the aid of President Hoover's Organization on Unemployment Relief, Owen D. Young deserves real tribute. By paying our respects to him, we are also paying our respects to Messrs. Aylesworth, Elwood and LaPrade of NBC and Messrs. Paley, Lowman and Willis of CBS who threw their energies and the facilities at their command into the task of bringing to the nation a more acute consciousness of the crisis that faces it.

Nor should due credit to the artists be omitted. They, like the great networks and the stations, gave of their time and their talents unstintingly to the cause of the jobless. Over the combined networks five splendid programs of more than an hour's duration each will have been furnished without cost as the radio part of the unemployment relief campaign during the period from Oct. 18 to Nov. 22.

Owen D. Young's identification with radio has been a long and a distinguished one. Back in 1919 he was the prime mover in the organization of Radio Corporation of America as a communications company. When the possibilities of broadcasting became apparent, it was he who took the leading part in the organization of NBC as the first American network.

Over that network the American public has not heard Owen D. Young's voice as many as a half dozen times. For reasons of his own, he eschews the microphone. One of his few radio speeches was heard in connection with the present unemployment relief campaign, a speech that carried tremendous appeal. But here too he was only one of many notables who spoke their messages to the American public.

On October 27, last, Owen D. Young celebrated his 57th birthday. The list of his achievements might best be compiled by a perusal of the front pages of the daily newspapers for the last 10 years or more. As chairman of the board of the General Electric Co., and as former chairman of the RCA, his leadership in the development of American radio has been one of the finest works of his distinguished career. That he should be the man to bring the competing systems of radio together for the common relief cause being directed by Walter S. Gifford for President Hoover, was only another example to his preeminent standing in American life.

PERSONAL NOTES

VICE CHAIRMAN E. O. SYKES of the Federal Radio Commission left Washington Nov. 5 for a business trip to his home at Jackson, Miss. He will be away from 10 days to two weeks.

SAM PICKARD, station relations vice president of CBS, sailed from New York with his family on the S.S. Algonquin on Nov. 3 for a vacation in Florida. He will return about Dec. 15.

ARMSTRONG PERRY, who conducts the information service of the National Committee on Radio in Education in Washington, is expected to return about Dec. 15 from his radio education tour of all European countries.

THOMAS PATRICK CONVEY, president of KWK, St. Louis, appeared recently in a week's engagement at the Ambassador Theater in that city. The act consisted of interviews with "Pepper" Martin, star of the world series. Mr. Convey had the entire Cardinal team on his station the night of the final game. Mrs. Convey, who maintains an office at KWK, managed the station during her husband's theatrical engagement.

ROLAND ISRAEL, formerly radio director of the Joseph Katz agency, Baltimore, has joined the commercial staff of WCAO, Baltimore.

LLOYD C. THOMAS, general commercial manager of the Westinghouse Radio Stations, announces the appointment of Clyde A. Gordon, formerly commercial manager of WTMJ, Milwaukee, later with a Chicago agency, as the commercial representative of the Westinghouse group. Oliver Morton has been transferred from the Chicago office to WBZ-WBZA, Boston-Springfield. Milton W. Stoughton, commercial representative of WBZ-WBZA in western New England, was assigned to Chicago Nov. 1. Stanley L. Spencer has been transferred from KDKA, Pittsburgh, to Springfield. Continuing on the Boston commercial staff will be Norman E. Whittaker and Clyde A. Gordon; on the Pittsburgh staff, Walter G. Horn and Eugene O'N. Herron, and at New York, F. E. Spencer, Jr.

STUART C. MAHANEY, formerly radio editor of the St. Louis Post Dispatch and later with The Country Gentleman, is now with the Burgess Battery Co., Chicago, as sales engineer.

DONALD BUTTON, of the Los Angeles firm of Bryan, Button and Cummings, legal advisors of KELW, Burbank, is running for Congress in the Fifteenth District.

GEORGE C. DAWSON, formerly head of the CBS commercial idea department, has been named head of the business department, New York. Burt McMurtrie has been appointed CBS manager of commercial programs, and Henry P. Hayward now heads the current productions department.

A. H. CROGHAN is now national sales manager of WDGY, Minneapolis, and G. E. Fane is commercial manager. The staff includes B. C. Cedergren, C. T. Chase, Arthur Jacobson, Thomas Houghom, Alton Borgon and Miss Clara Sherman.

H. E. STUDEBAKER, manager of KGA, Spokane, retains his position under the new ownership. The station was recently added to the NBC west coast stations.

L. A. (AL) TRIPP, commercial manager of KFI several years ago, and later free lancing, has been appointed commercial manager of KDB, Santa Barbara. He had previously been in the Northwest for several months recuperating from a serious illness.

BEHIND THE MICROPHONE

ARTHUR Q. BRYAN, formerly with WOR, Newark, has joined the announcing staff of WCAU, Philadelphia, according to announcement by Stan Lee Broza, program director. He is also a tenor, formerly with the Jeddo Highlanders and Seiberling Singers on NBC.

FOUR NBC announcers are listed in Pierre Key's Musical "Who's Who." They are Graham MacNamee, John S. Young, Milton J. Cross and Alois Havrilla.

EDWARD A. BYRON, production manager of WLW, Cincinnati, announces the promotion of Emerson C. Krautters, continuity writer and former Denver newspaperman, to continuity editor. David Roberts, who has appeared with his dance band over WTAM, Cleveland, and who is an actor, musician, continuity writer, announcer and entertainer, has joined the WLW staff.

RICHARD M. STOCKTON, well known theater organist in eastern Pennsylvania, formerly in the silent movies, has been appointed musical director of WGAL, Lancaster.

HERBERT LIVERSIDGE, for the last three years with WNAC, Boston, has joined the production staff of NBC in New York.

BORN, to Mr. and Mrs. Vernon Radcliffe a son, William Bradley, Nov 2, in the Norwalk, Conn., hospital. Mr. Radcliffe is NBC production man in New York.

RICHARD TAUBER, German operatic and lyric tenor who recently made a successful concert debut in New York, was scheduled to make his first radio appearance in this country in the A. T. & T. program, "Music Along the Wires," over CBS, Nov. 15.

VERNE LESLIE STECK, prominent in musical circles and formerly with WTAM, Cleveland, has joined KFBB, Great Falls, Mont., as staff artist. He is a violinist and conductor.

PAT FLANAGAN, popular sports announcer of WBBM, Chicago, has been made an honorary member of Northwestern University's "N" Club, composed of athletic letter men.

JOHN PHILIP SOUSA, the bandmaster and march king, celebrated his 77th birthday on Nov. 7 by appearing over a coast-to-coast NBC network. The program was watched by a large audience in the Times Square studio of NBC.

LEWIS LANE, of the NBC library of music and literary research, New York, is composer of "Fragments," a song without words, which was played by Caroline Gray, pianist, in the Melody Hour program on an NBC-WEAF network, Nov. 8.

LEE MORSE, NBC crooner, has left New York for a vaudeville tour on a Radio-Keith-Orpheum circuit. She will return to the air next Jan. 23.

JACK CRAWFORD and his orchestra moved into George Olsen's Club, Culver City, Cal., late in October, to be broadcast by KMPC, Beverly Hills, two periods nightly. The Crawford orchestra as previously heard at Hollywood Gardens, New York, Atlantic City's steel pier, and the Sherman Hotel, Chicago.

HARRY A. JACKSON has been appointed production manager of KFAC, Los Angeles. As the "keeper of the pig" over KFWB for four years he led the string orchestra via remote from the Pig 'n' Whistle cafe.

EARL TOWNER, KFRC, San Francisco, has been appointed director of the "Feminine Fancies" orchestra. He retains duties as vocal director at the station.

CLYDE LINDSAY, accompanist for KELW, Burbank, Cal., early this month was appointed officially as music director of the station.

EDDIE LYNN, who has collaborated with Charles Wakefield Cadman, in writing the lyrics of two score of songs, has resigned from the program department of KHJ, Los Angeles, and will free lance.

KAY THOMPSON, accompanist and blues singer at KMOX, St. Louis, for two years while attending Washington University, has gone to Los Angeles to join KTM in a similar capacity.

RAY CANFIELD, who leads the Hawaiian Beach Boys over KFI and KECA, Los Angeles, is soon to be ordained as a minister of the gospel. He has written books on ukulele playing that are published in five languages and was the first to use a bass voice in his Hawaiian group in contrast to the highly-pitched voices usually heard.

GENE READ, who created "Mike and Mary," happy Irish couple, as an evening feature with the news over KMOX, St. Louis, is also a novelist. His "Thurman Lucas" is one of the recent crime novels.

JOHN WARREN, baritone soloist with KHJ, Los Angeles, is likewise an artist. His water color collection was shown at the Frazee-Torrey Galleries, Hollywood, the first two weeks of November with 40 exhibits.

HENRY HALSTEAD and his orchestra, late of California, have gone to the Muehlebach Hotel, Kansas City, for an extended engagement and are also to broadcast four times weekly over CBS from Kansas City.

CARLETON YOUNG, actor of the NBC Pacific Coast network, has been loaned to a San Francisco theatre for a few performances. He took the major role in "Precedent."

XUM

WALLACE BUTTERWORTH, NBC sports announcer in Chicago, was married in Montreal on Oct. 31 to Miss Antoinette Baillargeon. Following a White Mountains honeymoon, the couple will return to Chicago.

TALENT at KFI, Los Angeles, seems to crave the salty tang of sea air. Hugh Pendergraft, banjo player, has a 4-passenger racing runabout and recently increased his fleet by launching a 28-foot cabin cruiser named "The Lorraine." Rene Hemery, violinist, has a speed boat, while Hank Howe, saxophonist, takes his water outings with an outboard hydroplane.

IN THE CONTROL ROOM

H. WORDEN (HACK) WILSON, NBC control engineer in New York City, is winning great popularity on network programs for his ability to mimic many radio artists. He has been featured on the Club Valspar program.

WILLIAM G. H. (BILL) FINCH is now secretary and chief engineer of the American Radio News Corporation, Hearst subsidiary which is not only developing Mr. Finch's long wave radio-typewriter service, but has been placed in charge of the various stations acquired or to be acquired by the Hearst newspaper interests.

H. M. SMITH, until recently in the broadcasting division of the Westinghouse Company at Pittsburgh, has become associated with Frank Faulkner in consulting engineering work in Chicago.

DR. WILLIS EUGENES EVERETTE, radio engineer of San Rafael, Cal., has returned from a six months tour of Europe during which he studied the technical aspects of various radio systems abroad.

H. J. RUSSELL, formerly with Canadian Marconi Co., Montreal, is now in the research department of the British Marconi at Chelmsford, England.

FRED MOORE, of the engineering staff of WCAU, who has been studying music, has been transferred to the production department.

D. E. REPLOGLE has been elected a vice president of the DeForest Radio Company and will continue as chief engineer. For the past two years he has been assistant to the president of the Jenkins Television Corporation, DeForest subsidiary, in full charge of engineering and production.

EDWIN LOVEJOY, Department of Commerce radio supervisor for the Northwest with headquarters in Seattle, has just returned from an inspection trip of his territory and a visit to the Portland monitor station.

JOHN KENNEDY, of the technical staff at KMTR, Hollywood, has gone to KMCS, Inglewood, Cal., in a similar capacity. During the war he was a lieutenant in the British Navy.

JOHN G. LEITCH, chief engineer of WCAU, Philadelphia, made a flying trip to Cleveland recently to visit the new studios of WHK. Mr. Leitch is collecting data for the new WCAU studios to be built soon.

Dr. Pupin Honored

DR. MICHAEL I. PUPIN, of Columbia University, has been awarded the John Fritz gold medal for 1932, highest honor in American engineering, for his achievements as "scientist, engineer, author, inventor of the tuning of oscillating circuits and the loading of telephone circuits by inductance coils."

I.C.C. Rate Hearing Scheduled Dec. 14

NBC and WGBB to Contest Jurisdiction in Radio Field

THE INTERSTATE Commerce Commission has scheduled for hearing on Dec. 14, in New York City, the complaint of the Sta-Shine Products Co., Inc., of New York, against the NBC and WGBB, Freeport, N. Y., to determine the federal agency's power to regulate advertising rates of broadcast stations. (Docket No. 24738). Examiner Cheseldine was designated to take testimony and to submit a report and recommendations.

Both NBC and WGBB are understood to be preparing arguments to contest the claim that the I.C.C. has any jurisdiction over the radio rate structure, as such authority would also empower it to evaluate broadcast properties as the basis of establishing minimum and maximum rates. The Commission, in docketing the case, automatically assumed jurisdiction, but it is by no means settled that it has any authority to regulate rates.

The National Association of Broadcasters may intervene in the proceedings. At its convention in Detroit last month the NAB adopted a last minute resolution authorizing its executive committee, should it deem the course advisable, to intervene in the hearing of any complaint before the I.C.C. in which the alleged right or duty of that agency to establish or regulate rates for broadcast advertising services appears at issue.

The Sta-Shine Company is described in the complaint as engaged in the sale and distribution of polishes for furniture, automobiles and other articles. Its complaint charged that the rates demanded by the NBC were exorbitant and that the network, moreover, had refused to furnish facilities. It alleged that the rates, regulations and practices of both NBC and the Freeport station were unjust and unreasonable and in violation of the Interstate Commerce Act. The practices of the defendants, the complaint charges further, are "unlawfully discriminatory because all persons are not accorded similar treatment."

Unless the complaint is withdrawn by the Sta-Shine Co., it is explained by the Commission, the case will be heard in New York, and in due course decided by the Commission. The hearing will begin at 10 a. m., at the Merchants Association rooms, 233 Broadway.

WABC Sets Record

FIFTY thousand letters in a single day is the new record achieved by WABC, CBS key in New York. In fact, all networks are getting more mail this year than ever before, because of the increased number of contests.

The crooners, however, whether a prize is offered or not, seem to be mail magnets. Russ Columbo drew 2,500 letters in one mail recently.

U Men Head Bands

COLLEGIANS head at least half the nationally known orchestras while university men comprise 70 per cent of the musicians in those orchestras, according to a survey by Music Corporation of America, which also found that most of these players began playing with campus or fraternity orchestras while in school and that many of them chose to follow music rather than complete their college educations. Among the schools represented by orchestra leaders are: George Olsen and Buddy Fisher, Michigan; Bobby Meeker, Northwestern and Chicago; Herbie Kay and Husk O'Hare, Northwestern; Carleton Coon and Joe Sanders, Kansas; Emerson Gill, Ohio; Jimmy Joy, Texas; Herb Gordon, Union; Weede Meyer, New York; Ralph Bennett, Georgia Tech; Lloyd Huntley, Colgate; Anson Weeks, California; Milt Taggart, Utah; Fred Waring and Earl Burtnett, Pennsylvania; Rudy Vallee and Sleepy Hall, Yale; Paul Harrison Graham, Florida; Hogan Hancock and Curtis Smith, Oklahoma; Paolo Grasso, Rome (Italy) Technical; Opie Cates, Missouri; Gene Fosdick, Columbia; Al Katz, Cincinnati, and Tom Clines, Fordham.

WCCO Prints Programs In Weekly Shop Paper

COMPLETE detailed programs of the schedules of WCCO, Minneapolis-Saint Paul, together with the names of clients sponsoring these programs, are now being published weekly in the Minneapolis "Shopping News." This publication is delivered each Saturday morning to 127,000 homes in Minneapolis, Saint Paul, and immediate suburbs.

Decision to publish WCCO programs in the "Shopping News" came, station officials said, after the five Twin City newspapers had adopted the policy of so editing radio programs that they meant practically nothing to the reading public. The newspapers, it was said, have adopted the policy of eliminating practically all commercial names, and dropping Sunday radio pages.

"Shopping News" gets daily announcements concerning the publication on the air, in return for which the programs are published each Saturday. The paper carries advertisements of about ten of the largest Minneapolis retail establishments.

KFYR, Bismarck, N. D., assisted recently in the capture of an automobile thief by broadcasting bulletins on his race through nearby towns. Police at Bowman were consequently able to head off the robber.

How KSTP Covered Recent Open Golf Tournament

THE PROBLEM of broadcasting a golf tournament, shot-by-shot, has been solved by KSTP, St. Paul. A short-wave portable transmitter housed in an Austin car, as depicted above, turned the trick.

The all-mobile apparatus was improvised by KSTP for coverage of the St. Paul $10,000 Open Golf tournament. Announcer and engineers scooted about the course, over fairway, hill and dale, covering every phase of the four days of medal play. Three short-wave receivers at vantage points on the course picked up the running account and fed it into KSTP.

Heretofore field events have been covered with short wave portables, but the apparatus has been strapped to the backs of announcer and engineer. Crowd noises and other foreign elements were picked up to the detriment of the broadcast quality. By closing the windows of the auto, a portable studio was created, and extraneous noises shut out. Moreover, the light weight of the car and its speed enabled Phil Bronson, KSTP sports announcer, to follow all leading players, with no injury to the turf.

KSTP has received letters from a number of stations seeking information about the arrangement.

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

A CHRISTMAS Shoppers hour, featuring an appropriate gift for everybody on one's shopping list, is about to be produced at WCSC, Charleston, S. C. That station has just issued a booklet explaining the Charleston market for the benefit of national advertisers.

A NOVEL method of putting across a commercial sales message is being used by WGAL, Lancaster, Pa. Instead of giving the straight "puff" announcement the plug is dramatized—making a short sketch of one or two minutes duration. Two half hour programs are broadcast every week, each accommodating six brief sketches. The sketches, presented by the WGAL Players, are interspersed with local talent music. About five minutes are allowed each advertiser, who may be local or national. "Minute Talkies," as they are programmed, have met with considerable comment and success.

TAKING the listeners to the broadcast as well as the broadcast to the listeners is the system now used by WCCO, Minneapolis, in broadcasting the programs of Myndall Cain, local cosmetic manufacturer and beauty salon operator. Each Tuesday evening at 8:30 the program given by Miss Cain and her associates is presented from a specially built studio in her salon. Formerly the programs were sent out from WCCO's studios, but recently they were moved to the salon and Miss Cain's clients and friends were invited to come to her establishment to witness them. The program consists of musical selections by a harp trio and vocalists, and a short talk on beauty culture and current modes by Miss Cain. The artists and announcer all appear in formal dress.

ELIMINATION of advertising talk, but direct reference to the firm's newspaper display, is being carried on as an experiment by the Utah Oil Refining Co., Salt Lake City. L. S. Gilham Co., Salt Lake agency, handles the account and places copy with the regional stations.

GUSTAVE F. MORAN, operating under the fictitious name of Spanish California Broadcasting System, at 130 South Broadway, Los Angeles, is presenting a daily Spanish-classified period over KTM with orchestra, string combination and six singers.

THE CAMPBELL CO., San Diego, Cal., agency, is using KFSD, in the same city for the account of Cramer's Bakery. This has been on the air continuously as a weekly program for seven years with string quartet and baritone soloist. Roy Campbell, Jr., agency president, reports that the result warrants the broadcast because of increased sales, though no direct tie-in with the radio advertising has been attempted.

THE AMERICAN Bureau of Chiropractic, Southern California branch, has signed with KGER, Long Beach, for a daily morning program of 15 minutes.

NAT VINCENT and Freddie Howard, under the name of the Happy Chappies, are doing a song and piano act each noon-time for KMPC, Beverly Hills, Cal., under sponsorship of the Podolar Motor Co. They composed "When the Bloom is on the Sage" and a score of other popular melodies.

COAST Fishing Co., Wilmington, Cal., maker of "Balto," a dog food, has been using KHJ, Los Angeles, three times a week with "Uncle John" Daggett at the microphone in an informal program for kiddies. Late in October he held an impromptu dog show on the outskirts of the city. There were 8,000 youngsters with 500 dogs of all ages, and 111 prizes were given. The Los Angeles office of the J. Walter Thompson Co. places the account.

KMPC, Beverly Hills, Cal., has added a new daily attraction with the Plantation Crooners as an evening program. Billy Evans, known on vaudeville as the "Big Man From the South," acts as master of ceremonies. Cast includes wash-board band, male quartet and string group. It is planned to sell the feature to an oil company with a direct tie-in by giving free tickets of admission to the studio on the purchase of ten gallons of gas. Inside the studio special props have been erected in the form of a replica of an Arkansas hill shack.

MURRAY and Harris, onetime vaudeville players, now on KFRC, San Francisco, are doing some programs for The Emporium, local department store, on a three months contract. They are managed by "Con" Conrad who also writes popular songs.

"DAN PARKER," trade name of a Los Angeles clothier, has started to sponsor a thrice-weekly program via KGER, Long Beach, under the caption of "Pleasant Harmonies" with orchestra and soloists. All previous radio sponsorship of the firm had been confined to sports events, including wrestling and prize fights.

KRLD, Dallas, Texas, has taken on the account of Simms Oil Company for six broadcasts each week and to include the sponsorship mostly of CBS features.

KDB, Santa Barbara, Cal., during the past month ran copy for more than 20 local advertisers, in addition to chain features: Rieger Radio Co., Spotless Cleaners, Van Sicklen Chevrolet Co., Christian Science Church, Elite Bakery, Linoleum Shop, Van's Drive-in Market, Certified Used-Car Market, Crusaders, Berkin's Van and Storage, First Christian Church, Bartlett's Women's Wear, Karl's Shoe Store, Lamb Electric Co., La Vida Mineral Water, Ferree Chiropractors, Hank Walker's Band, Stoner's Shoe Store, Zach Painting Contractors, Paris Cleaners of Ventura, Fox Arlington Theatre, Beissell and Holt Shoes.

THE RUPPE Mortuary, Los Angeles, has signed with KNX, Los Angeles, for Sunday morning recitals, using Joseph Diskay, Hungarian tenor, in ballads and classics.

KGW, pioneer Portland, Ore., station, is using transcriptions for Life Savers, Gruen, Kolynos, Phoenix, Charis, Barbara Gould, Acme Lead and Rumford. These productions of the World Broadcasting Co. were placed by Scott Howe Bowen, Inc.

SOME of the November sponsors at KGW, Portland, Ore.: Palace Laundry, organ; Portland Oregonian, cooking school; Vogan candy, records; Jantzen Beach, records, and the City Club, speakers.

SOME of the November sponsors of KGDM, Stockton, Cal.: Yolland Ice and Fuel Co., using the Brusch string trio; New York Store, local department, with varieties, and the Economy Shoe Store, studio talent.

WALTER BIDDICK CO., Los Angeles agency, has inaugurated a radio campaign for Normalizer, Inc., health machines, over Don Lee's California stations. Au obank, automobile financing organization, has also appointed Biddick to direct a Los Angeles radio campaign.

WDGY, Minneapolis, has a program called the "Two Ernies," starting on its sixth consecutive year. Sponsored by the Town Marker Furniture Co., the programs feature the harmony pair, using string instruments also.

"HOLLYWOOD Gossip," titles a new twice weekly program over KHJ, Los Angeles, under sponsorship of Resinol soap for 26 weeks. Miss Radie Harrie, of New York, is in Hollywood interviewing film celebrities for the broadcast.

PEARCE-KNOWLES radio advertising agency, Skinner building, Seattle, has placed a Sunday transcription broadcast with KOMO, Seattle, for Dons' Sea-Food, exclusive Seattle restaurant. The same agency has also placed the "Sambo and Ed" transcription series with KXA, Seattle, under sponsorship of the Olson Fuel Co., and with KRSC, Seattle, a fifteen minute music program daily for the same firm. Harold E. Pearce is in charge of the agency radio activity for local accounts.

ELEANOR GERMO agency, Los Angeles, has moved its "Bob and Harriet," program from KHJ to KFWB as a once a week frolic. This is a radical departure from the former type of program which portrayed a family skit program. The new one is in the form of a frolic staged from a sound stage on the Warner Brothers lot with twenty acts of comedy and music, Sunday nights. Franco Bakers sponsor the contract and W. V. (Bill) Ray, KFWB commercial manager, supervised the contact work in placing the account.

KFAC, Los Angeles, and KFVD, Culver City, under the same ownership, have announced new current accounts to include the West Pico Furniture Co.; Northern Paper Mills; Pacific Military Academy; California Theatre; RKO Theatre; Southern California Music Co.; Peerless Laundry and the May Co. department store.

STARK, Johnson & Stinson, insurance advisors, has begun a new twice weekly series of 15-minute programs featuring popular songs and ballads over WTAG, Worcester. This company has broadcast for the past six years with good response.

NETWORK ACCOUNTS

WALTER WINCHELL began featuring the new American Tobacco's Lucky Strike dance hour programs on NBC, Nov. 3, by arrangement with LaGerardine, which has the Broadway columnist contracted also for its CBS program. Lucky Strike now offers three dance orchestras, one each in the three weekly one-hour periods it takes on NBC, namely, Wayne King from Chicago, Andy Sannella from New York and Gus Arnheim from Chicago. Winchell stays on the program until Nov. 28, continuance depending largely on whether it detracts from Gerardine. B. A. Rolfe, leading the Lucky Strike orchestra for the last three years, sailed for Honolulu Nov. 14 for a rest. Lucky Strike has also dropped Weber and Fields.

BESIDES its $1,500,000 CBS network account featuring "Myrt and Marge," William Wrigley Jr. Company is sponsoring "The Lone Wolf Tribe," a juvenile series on American Indian lore heard three late afternoon periods weekly over WBBM, Chicago, and a CBS midwest group. The continuity is written by Elmo Scott Watson, authority on Indians, and the cast includes several real Indians.

WHEATENA Corporation, Rahway, N. J., started Nov. 3 to stage its "Raising Junior" feature, an NBC-WJZ offering, over an NBC Pacific Coast network consisting of KPO, San Francisco; KGA, Spokane and KJR, Seattle. KECA, Los Angeles, will add the program Dec. 1. Scripts are written by Peter Dixon, who, with his wife, acts in the New York presentation, and the same continuity is used by the West Coast cast.

TROPIC-AIRE, Inc., Minneapolis, hot water heaters, is sponsoring Saturday football scores and commentaries over a CBS network, with Bill Fagan of the CBS, formerly radio editor of the United Press, announcing and commenting.

REGAL Shoe Co., Whitman, Mass., is featuring mimicry of theatre, cinema and radio notables in the "Radio Reproductions" program it is sponsoring over CBS. This is designed to maintain a link between product and entertainment, the manufacturers claiming that their products are absolute reproductions of the finest work of English bootmakers.

CONSTANCE PARKER YOUNG, authority on care of the hair, and the Gondoliers, male quartet, are being featured on the program on care of the hair offered twice weekly over WBBM, Chicago, and a midwest network of CBS stations. Sponsor is the Kenton Pharmacal Co., Covington, Ky.

AMERICAN Chain Co., Bridgeport, Conn., ("weed tire chains") began Nov. 11 to sponsor a weekly Wednesday night program over CBS featuring a symphony orchestra directed by Andre Kostelanetz and vocalists. The account runs for 13 weeks.

THOMAS A. EDISON, Inc., Edicraft division, Orange, N. J., began Nov. 5 to present "The Gilbert and Sullivan Breakfast Hour," featuring husband and wife in rehearsals over the breakfast table of the parts they are to play in a Gilbert and Sullivan opera. The program is signed on CBS for 13 weeks.

THE REISER COMPANY, maker of Venida hair nets, begins Nov. 15 a 15-minute Sunday afternoon period over CBS featuring Wee Willie Robyn, of Roxy Gang fame, with the Emery Deutsch Gypsy Ensemble. Redfield Coupe, Inc., New York City, is handling the account.

CREAM of Wheat Corp., Minneapolis, is sponsoring Angelo Patri, noted child training authority, in a 15-minute Sunday night series over CBS.

PREMIER Malt Sales Co. (Blue Ribbon Malt), sponsoring Ben Bernie and his orchestra on CBS Tuesday nights, has doubled the "Old Maestro" period on a coast-to-coast network to make it run 30 minutes. The new contract, effective Nov. 3, is for 52 weeks. The renewal account is handled by Matteson - Fogarty - Jordan Co., Chicago agency.

BROOKS and Ross, comedy team, are to feature the new series to be heard Tuesday and Friday mornings over CBS under the sponsorship of the Independent Grocers' Alliance. The contract is for 13 weeks. Blackett-Sample-Hummert, Chicago, is handling the account.

CORN Products Refining Co., New York, began Nov. 9 to sponsor the Kre-Mel Gang in a 52-week 15 minute Monday and Friday late afternoon program over CBS. This is a children's program, featuring Uncle Olie, a Swede who has devoted his life to making children happy, and four mountaineers from the Blue Ridge Mountains of Virginia. The E. W. Hellwig Co., New York agency, is handling the account.

"THE NEW England Kitchen of the Air" is being continued over the New England Broadcasting System under the sponsorship of various food manufacturers. The system consists of a network composed of WEEI, Boston, key; WTAG, Worcester; WJAR, Providence, and WCSH, Portland. The program, conducted by Marjorie Mills, women's editor of the Boston Herald-Traveler, is heard on Monday, Wednesday and Friday afternoons. A. S. Boback is president of the system, with offices at 216 Tremont St., Boston. The New York office is in charge of James Gillis, formerly with the United States Daily, Washington.

SEECK & Kade, Inc., New York, (Pertussin, cough syrup), has renewed its CBS contract for two 15-minute periods on Tuesdays and Thursdays, beginning Dec. 1 and using 16 stations. The agency is the J. Walter Thompson Co., New York City.

INTERNATIONAL Shoe Co., St. Louis, (Vitality Shoes), has renewed its contract for a 23-station CBS hookup on Wednesday nights, effective Dec. 2. H. W. Kastor & Sons, St. Louis, handles the account.

MANHATTAN Soap Co., New York, ("Sweetheart" soaps), began a new weekly series over an NBC-WEAF network Nov. 9 to run on Mondays at 5.30 p. m., EST. This augments the series it now stages Wednesday morning over an NBC-WJZ network. The Peck Advertising Agency, New York, handles the account.

CONTINENTAL Oil Co., Ponca City, Okla., will go on the air Dec. 6 with a series of one-half hour programs on Sunday mornings, partly over NBC from Chicago and partly by transcription. Carveth Wells, the explorer, is the featured star. Scott Howe Bowen is releasing the transcriptions for Tracy, Locke and Dawson, Dallas advertising agency. It is Continental's third air campaign in two years, the first having been entirely network, the second entirely spot and the third network supplemented by spot.

SMITH BROTHERS, Poughkeepsie, N. Y. (cough drops) has signed with CBS for 14 Saturday night 15-minute periods over 28 stations, starting Nov. 28. Nathaniel Shilkret's orchestra and the team of William Hillpot and Harold Lambert will be used. Hommann-Tarcher & Sheldon, New York agency, is handling the account.

PROSPECTS

ROBERT S. MANN, in his "Ad-Ventures" column in Editor and Publisher, makes the following statement: "Announcement by William Wrigley, Jr., chewing gum manufacturer, that he had signed a $1,500,000 contract for a five-day-a-week radio program to begin Nov. 2, has revived speculation about the forthcoming radio splash of the Ford Motor Company. One story that got into print recently was that Ford would spend $750,000 in a single day, using all stations of both systems from early morning until 6 p. m., and presenting a program ranging from sopranos to football. As usual, no direct information was available from authoritative sources, but skepticism was registered. It was pointed out that it would be almost impossible to buy a whole day on so many stations in view of existing contracts. In addition, the sum named seems large even for so ambitious a project, unless one figures on tremendous expenses for talent. Announcement in regard to the Ford radio campaign was originally expected early in September."

JOHNSON & Johnson, New Brunswick, N. J. (Red Cross absorbent cotton, bandages, gauze, etc.), has appointed the Frank Presbrey Co., 247 Park Ave., New York, as advertising agents for a campaign that will include localized newspaper and radio advertising.

RADIO will be used along with newspapers in an advertising campaign to be launched by Austin C. Lescaboura, Croton-on-Hudson, N. Y., for Radio Training Schools, Inc., New York and Boston.

PEARCE-KNOWLES, agency for radio, Seattle, is directing the radio account of HiFlex Pacific, Inc., Smith Tower, Seattle, distributors of a liquid graphite motor lubricant. First stations to be used will be in Oregon, then Washington, California and eventually eastward, according to initial plans.

THE SEATTLE office of Botsford, Constantine and Gardner will start a radio campaign for the Pacific Coast Paper Mills, of Bellingham, Wash., to advertise the "M.D." line of tissues.

JOHN F. HELD agency, Seattle, has placed the account of RMB Laboratories, medicine manufacturer, Seattle, with KOL, KPCB and KXA, Seattle. Other coast stations may later be added.

WESTERN Agency, Inc., Seattle agency, is to supervise a radio advertising campaign for the Pacific Coast Coal Company of the same city.

SANTA MONICA, Cal., Bay District Realty Board early this month appointed a committee to study outlines for a community advertising campaign featuring the projected $690,000 breakwater and yacht harbor. Finance is to be secured from the bond issue which was recently carried. Radio is being considered in the projected campaign.

AGENCIES AND REPRESENTATIVES

ARTHUR BERGH, for the last nine years musical supervisor and director of recordings of the Columbia Phonograph Co., has joined the Young & Rubicam agency, New York, as head of the radio department. He conducted the "Great Composers" period over NBC in 1930. A former first violinist with the New York Symphony and the Metropolitan Opera orchestras, Mr. Bergh is also a composer and conductor. He was associated with both Thomas Edison and Lee DeForest in their early talking picture ventures.

JOHN BENSON, president of the American Association of Advertising Agencies, was guest speaker at the Los Angeles Advertising Club Nov. 10. The talk was broadcast by KHJ.

PLANS for a new western agency, to handle advertising over the air and through other media, have been announced from New York. Charles E. Kurtzman, managing director of the Roxy Theater in New York, and Edgar White, advertising manager at the same theater, have announced they will resign on December 1. Projected plans call for the new firm to open offices in both San Francisco and Los Angeles about Jan. 1 with a resident partner in each.

L. H. HARTMAN, formerly vice president and partner of Lord & Thomas & Logan, New York agency, has organized a new advertising agency in New York to be known as the L. H. Hartman Co., Inc., with offices at 444 Madison Ave.

ERWIN WASEY & CO., New York agency, has appointed Chester H. Miller to its radio department. Mr. Miller formerly was with CBS and later was in charge of production in the Chicago offices of the Judson Radio Program Corp.

FRANK P. O'BRIEN, formerly with the KHJ, Los Angeles, business office, has joined the Leichter Co., Los Angeles agency, as a radio account executive.

UNITED States Senator Samuel Shortridge made the closing speech at the Pacific Coast association of advertising agencies in Santa Barbara Nov. 6. The Don Lee Columbia coast chain broadcast his remarks. The officers for next year were named as follows: Louis Honig, San Francisco, president; R. P. Milne, Seattle, vice-president; E. L. Lynch, San Francisco, secretary-treasurer; directors: Dan B. Miner, Los Angeles, retiring president; Henry O. Hawes, San Francisco; Don Francisco, Los Angeles, and David M. Botsford, Portland.

HOWARD ANGUS, radio executive of Barton, Batten, Durstine & Osborne, Inc., New York, has been elected to head the radio advertising group of the Advertising Club of New York. Mr. Angus was formerly associated with RCA.

BURTON-DIXIE Corporation, Chicago, manufacturers of mattresses, pillows, box springs and cushions, have placed their advertising in the hands of Needham, Louis and Brorby, Inc., Chicago agency.

TRANSCRIPTIONS

WORLD Broadcasting System, New York, has contracted with 112 stations for the installation of equipment to handle its new "hill and dale" recordings, according to E. B. Foote of that company.

RALPH MATHIESON, Los Angeles branch manager for Prentice-Hall, business book publishers, is reported as buying an interest in the Freeman Lang transcription studios, Hollywood.

CONTINENTAL Broadcasting Corporation, Hollywood, with eastern headquarters in Washington, has arranged a Christmas series of transcriptions covering 20 programs of 15 minutes each. They are released beginning Dec. 1 and are either for sustaining or commercial programs.

BYERS Recording Laboratory, New York, has just completed for Scott Howe Bowen a new series of 13 programs of 15 minutes each for release for commercial sponsorship or sustaining programs, featuring Nathaniel Schilkret and his Salon Orchestra, with a second orchestra of 22 pieces and the Rondoliers Quartet.

DAVID HORSLEY Film Laboratories has moved to 6060 Sunset Boulevard where Horsley operates as the Hollywood Film Enterprises, Inc. The new equipment includes a complete modern transcription plant with stage, dressing rooms, studios and mechanical departments. Flexible, non-breakable records are being used for most of the production scale on personal recordings, voice tests, group and orchestral recordings.

ABOUT 200 stations were used by United Drug Co., Boston, Nov. 2 to 7, for electrical transcription programs designed to tie up with the regular one-cent sales of its 10,000 stores throughout the country.

DON FORKER, president of Hollywood Broadcast Features, 220 North Larchmont Blvd., Los Angeles, resigned late in October and Henry T. Caven was announced as assuming complete control. The firm maintains offices in the Freeman Lang studios (recording) and Lang does the recording.

EQUIPMENT

DeFOREST Radio Co., Passaic, N. J., has no intention of quitting the receiving tube business and is still actively engaged in producing transmitting tubes of all types, says a statement by William J. Barkley, vice president. The statement was issued to counteract alleged rumors that the DeForest Company was leaving the tube field.

NATIONAL Radio Equipment Exhibitors, planning to open its exhibit of all kinds of radio materials in the National Press Building, Washington, Nov. 16, announces that contracts have been signed for displays of condensers and other parts produced by Siemans and Halske, of Berlin, and A. M. Flechtheim & Co., also of Germany.

WESTERN Radio Engineering Co., St. Paul, announces that it has just completed a new 1 kw. transmitter for WCAL, of St. Olaf College, Northfield, Minn. The same company built the new transmitter of KSTP, St. Paul, which has a capacity of 50 kw. but is licensed to operated with 10 kw.

STATION NOTES

WCCO, Minneapolis-Saint Paul, claims the longest remote control hookup for a single station—from Palo Alto, Cal., to the Twin Cities. The occasion was a play by play report of the University of Minnesota-Stanford football game, and a special telephone line was leased by WCCO for the occasion.

WHAT, Philadelphia, working in conjunction with its corporate affiliates, the Public Ledger newspapers, has innovated a new feature to help alleviate unemployment. At scattered intervals throughout the day "help wanted" and "positions wanted" ads from the morning and evening Public Ledgers are broadcast.

KMCS, Inglewood, Cal., and KMTR, Hollywood, Cal., both have run remote controls to the Los Angeles City Hall. Acting as "city hall reporter" for both stations, Dick Conner broadcasts a separate period daily via special lines.

WEDH, Erie, Pa., owned by the Dispatch-Herald, boosts three full-fledged airplane pilots in its organization. Samuel Benjamin, vice president of the publishing company, Bernie Benjamin, his brother and manager of WEDH, and Miss Barbara Hawley, aviation editor of the paper, all are licensed pilots.

WJSV, Mount Vernon Hills, Va., is arranging a "coming out" party for the dedication of its new studios Nov. 19. Invitations to about 1,000, including Radio Commission officials, advertisers, radio folk and newspapermen, have been tendered.

NEW ZEALAND might be considered a part of the United States from the fan letters received regularly by a large number of stations from its inhabitants. KMOX, St. Louis, WDBO, Orlando, Fla., and WLWL, New York City, are the latest to receive fan mail reporting that their programs were "extremely clear." WPG, Atlantic City, and KSTP, St. Paul, have regular followers in the Antipodes.

WCLO, Janesville, Wis., recently got immediate results in a call for volunteers after a cyclone had swept through southern Wisconsin, doing $500,000 worth of damage, killing one man and injuring several. More than 100 persons answered the call for volunteers despite the bad weather and were at work within an hour after the call.

THE LETTER carrier hasn't yet forgiven Byron Douglas, who reads the Sunday comic section over KHJ for the Los Angeles Times. He asked for letters from child listeners late in October, and from one announcement got nearly 4,000 replies.

WBBM, Chicago, comes into an area 10-feet square, at Yalla, India, "like a ton of bricks," but isn't heard outside that spot. Such was the report made to the station by John Richards, the Standard Oil Company's representative there. He reported that the station is the only American outlet that can be picked up, but that when the receiver is moved outside the 10-foot square, English and European stations also are cut off.

KFBB, Great Falls, Mont., has overhauled its entire input and transmission equipment with "gratifying results." Chief Engineer John E. Parker superintended the job, which included installation of a new antenna and counterpoise system that uses 11,000 feet of wire with a cage antenna. A test program brought response from practically every state in the country, every province in Canada, and from Hawaii, New Zealand and Australia.

KFOX, Long Beach, Cal., is rebroadcasting three daily programs from KHJ, Los Angeles. They are the "Black and Blue" program for Folger's Coffee Co., dance music from the Hollywood Roosevelt Hotel (Hal Grayson's orchestra); and from the Los Angeles Biltmore supper room (Jesse Stafford's orchestra).

IT ISN'T necessary to be from Indianapolis to get on the staff of KTM, Los Angeles. But it helps. Former Indianapolis men now on the KTM staff: C. B. Juneau, production manager; R. E. Deardorff, of the sales staff; Mayfield Kaylor, continuity head; David Carlyle, tenor, and F. F. Barneclo, night host.

WABC, New York, smashed all fan mail records recently, receiving 50,000 missives in one day. In fact, networks are getting more mail this year than ever before because of the unprecedented number of contests and prize offers made to induce listeners to write. The crooners also seem to stimulate fan mail, Russ Columbo, NBC baritone, having received 2,500 letters in one mail recently.

KMIC, Inglewood, Cal., has installed a remote line to Loyola University, near Del Rey, for daily lecture periods by members of the faculty.

KFBI, Milford, Kan., has issued the first number of "What's Doing at KFVI," a mimeographed folder with advertising and commercial facts of the station. It is planned to publish once a month.

KSEI, Pocatello, Idaho, since its purchase late in the summer by the Radio Service Corporation, has completely remodeled and refinished its offices and studios and increased its number of remote points for pick-up. It is said to be the only Idaho station operating from dawn to midnight.

KGDA, Mitchell, S. D., started its winter season with J. F. Ingels as production manager and F. A. Weidenbach as chief engineer.

WDAY, Fargo, N. D., in its new rate card, claims a consistent intense coverage for North and South Dakota, Montana, Minnesota and the southern parts of Manitoba and Saskatchewan.

KOIL, Council Bluffs, Ia., is in the market for original radio plays, according to Max Vinsonhaler, of the station staff. Playing time should be 25 or 30 minutes and a cast of not over five characters.

KGNF, North Platte, Neb., has issued a "Prospectus of Radio Advertising over Radio Station KGNF." Advertising manager is T. W. Summers, formerly with the advertising departments of the Omaha World Herald and Omaha Bee News.

KFWB, Hollywood, won the first two prizes at Los Angeles' radio show in October. Julietta Novis, soprano, and Leah Ray Hubbard, blues songster, were the winners of the beauty contest. Both are staff artists at KFWB.

W. E. BAKER, commercial manager of KGDM, Stockton, Cal., has announced that the station will appoint a Chicago and a New York commercial representative in November.

PROGRAM NOTES

CELEBRATION of the ninth anniversary of Major Bowles' Capitol Theater radio programs will be heard over an NBC-WEAF network Nov. 20. On Nov. 19, 1922, radio history was made with the broadcasting of "Ein Heldenleben" by the theater's symphony orchestra direct from the stage. The programs became a regular weekly feature of NBC.

ALL STATIONS in Philadelphia—WCAU-W3XAU, WIP-WFAN, WLIT, WFI, WELK and WPEN—have joined forces to broadcast 20 talks in the interest of the Rockne Memorial. Stan Lee Broza, program director of WCAU, has been made chairman of the radio committee.

HELEN CORBIN HEINL, pianist of Washington, will make her second appearance as guest soloist in the Jack Frost Melody Moments program Nov. 25 on the NBC-WJZ network. Mrs. Heinl has been guest soloist on five national network programs during last season, including the Philco Symphony Orchestra, Jack Frost, the United States Marine Band and the Arco Dramatic Musicale, on which she was heard a second time last month. Mrs. Heinl was a pupil of the famous American composer, Edward MacDowell. She is the wife of Robert D. Heinl, well known Washington newspaperman specializing in radio.

WMBI, Chicago, is devoting practically one-seventh of its time on the air to foreign language broadcasts. Wendell P. Loveless, one of the station's three announcers, has charge of this division. Nearly 40 hours weekly, some of the programs alternating every other week, bring programs in Spanish, Italian, Greek, Swedish, Russian, Lithuanian, German, Holland, Dane-Norwegian and Hebrew.

RABBI MAYER WINKLER started a "Community Synagogue of the Air" over KNX, Los Angeles, Nov. 6, as a service each Friday at sundown. Cantor Paul Lamboff and a Hebrew choir assist.

LOS ANGELES Chamber of Commerce is using KMTR, Hollywood, for a series of weekly talks on the history of aeronautics in the west. Narrator is Dudley M. Steele, executive chairman of the chamber's aviation committee.

FIRST of the series of 13 performances of the Chicago Civic Opera were broadcast over an NBC-WJZ network Nov. 7 and 14 and will be continued on Saturday nights during the season. Three of newly developed parabolic microphones, each placed about 50 feet from the stage, are used to secure balance between orchestra and performers.

SETH PARKER (Philips Lord) and his "Sunday Night" NBC cast appear to have scored a tremendous hit in their first talking movie, "Way Back Home." So delighted were the audiences fortunate enough to see the picture's premiere in a few key cities the week of Nov. 2, that many of them burst into song along with Seth Parker and his group. This RKO picture promises to be one of the hits of the year.

AMONG the features of the "March of Time" broadcast on CBS Nov. 6 was the re-enacting of one of the high spots from Eugene O'Neill's "Morning Becomes Electra," the three-day play now being produced by the Theater Guild in New York.

PASADENA'S annual Parade of Roses and the Alabama-Washington State football game will be broadcast over the NBC networks on Jan. 3, with Don Thompson, NBC announcer, and Don Wilson, announcer of KFI, Los Angeles, alternating at the microphone.

NBC on Nov. 8 introduced Walter Damrosch in a new series on music appreciation over its WJZ network. These Sunday Symphonic Hours feature the works of Brahms, Schubert, Mendelsson and Chabrier.

NBC has entered into definite arrangements for a Harvard-Oxford international collegiate radio debate, the voices to be carried across the Atlantic via short waves and rebroadcast on the network. The program will probably be carried also by the British broadcasting system. The debate will be heard Nov. 27.

SPEECHES by nine mayors of Pennsylvania, New Jersey and Delaware cities featured a testimonial luncheon to Mayor Harry A. Mackey, of Philadelphia, broadcast Nov. 5 by WCAU, Philadelphia.

THE HOOT Owls, oldest frolic program in the West, is now in its tenth year of consecutive weekly broadcast. It is a sustaining feature over KGW, Portland.

STUDENTS at Minnesota, Washington, Leland Stanford, George Washington, Columbia, New York and other universities are using the NBC lecture series on economics and psychology as part of their assigned curricula, the NBC reports. The series was arranged by the National Advisory Council on Radio in Education.

NBC began an unusual fall series of farm broadcasts on Nov. 7 with the address by Mrs. Herbert Hoover to the 4-H Clubs and the national cornhusking contest from Grundy Center, Ia., Nov. 13. On Nov. 14 Louis Tabor, national master of the National Grange, delivered an address during the Farm and Home hour. Other farm programs scheduled include: Nov. 16, annual meeting of the Land Grant College Association; Nov. 17, national oratorical contest of farm boys at Kansas City; Nov. 18, monthly message of Farmers Educational and Cooperation Union from Chicago; Nov. 19, conference on land utilization called by Secretary of Agriculture Hyde; Nov. 30 to Dec. 5, one hour daily from Chicago live stock exposition.

COHEN and Clancy, a character series depicting the trials and tribulations of two inseparable pals, starting when Mike Clancy rescues Abe Cohen from some gangsters, is a new daily sketch inaugurated over WBZ-WBZA, Boston-Springfield, Nov. 9.

HIGH praise from Southern farmers is being received by WSB, Atlanta, for its commodity and hourly cotton market broadcasts.

NEWSBOYS of the Intelligencer Journal and New Era, Lancaster, Pa., have another job besides delivering papers and calling our "Wuxtra" on the streets. They go on the air over WGAL, owned by the newspapers, every Wednesday evening with their band. The band, made up entirely of carrier boys, has been broadcasting a half hour concert over the Lancaster station every week for the past year and a half. The program has several instrumental solos each performance.

DAILY programs at KHJ, Los Angeles, have started out the past year with the reading of the Lord's Prayer by the announcer on duty. This is now followed by a five-minute inspirational talk written by some leader in the fields of religion and public life. It is planned to make these available later in book form, according to Lewis A. Weiss, manager.

EIGHT symphonic, eight popular and eight children's concerts have been scheduled by the National Symphony Orchestra of Washington, with Hans Kindler conducting, which an NBC-WEAF network began to carry Nov. 2. The programs are heard Sunday afternoons from 4.50 to 5.45 o'clock, following the nation's capital custom of giving them before 4.30 so that government employes may attend.

STATION KDKA, Pittsburgh, celebrated its eleventh anniversary as "the first permanent radio station in the world" with a special program that began Nov. 2 and extended into two days.

THE EARL Hanson expedition for magnetic observations in the Orinoco and Amazon valleys of South America will be kept in touch with the "home folks" via KDKA, Pittsburgh, and its short wave auxiliary, W8XK, with which the explorer made arrangements before departure.

SALT Lake Federation of Labor has been using KSL, Salt Lake City, for a series of 15-minute evening speaking programs.

WITH WCAU, Philadelphia, as key station, CBS began Nov. 6 to broadcast the 110-piece student orchestra of the Curtis Institute of Music, directed by Fritz Reiner, and outstanding pupils in the institute's various departments.

WMCA, New York, has inaugurated a schedule that will keep it on the air 20 hours a day.

Program Contract Made With College

Lafount Urges Unity as KPO, KMTR Book Education

COINCIDENT with the signing of what is believed to be the first contract between a commercial broadcasting station and an educational institution for the broadcasting of non-commercial educational programs, Federal Radio Commissioner Harold A. Lafount issued a statement Nov. 12 calling upon both groups to cooperate in the development of radio as an educational medium.

Announcement was made by the University of California that it had contracted with KPO, San Francisco, and KMTR, Los Angeles, for the broadcasting of daily and weekly educational periods from the institution's campus. Effective Dec. 1, the contracts run for two years, with specific provisions against advertising of any character in the programs. The regents of the University have the right to broadcast half-hour programs between 7 and 9:30 p. m., one day a week, and 15-minute programs daily between 9 a. m. and 5 p. m.

Provision is made that the regents shall maintain program material "of a standard acceptable to the broadcaster" and shall maintain an organization equipped to present such programs in consonance with the requirements of the broadcasters. The program will be in charge of Samuel J. Hume, radio administrator of the university, assisted by Hale Sparks of the Comptroller's Office of the University. The expense will be borne by the Alumni Association, and the programs will be drawn from various departments of the school.

In his statement Mr. Lafount said that for various reasons education has not taken its rightful place in radio, and that broadcasting development has only recently reached the point where education can take advantage of it most fully. Finally, he declared, a technique has been developed, both scientific and otherwise, that offers the teacher a medium which can and should be satisfactorily useful to him.

Branding as both "ill-informed and ill-advised" the great deal of talk about "the monoply of radio by commercialism," Mr. Lafount emphasized that the air is not sold out. More than twice as much time remains unsold as is used by advertisers, he said.

"This time is at the educators' command. The commercial broadcaster has always been generous in his offers of time and facilities. Sometimes these offers have been laughed at. * * * A station cannot put on programs which will lose its audience through dullness. Public interest must be considered."

Asserting that the educators must learn to adapt their education to radio, Mr. Lafount said this group is realizing more and more that radio will meet them half way if they will come the other half. "Broadcasters cannot teach alone; teachers cannot broadcast alone. There must be cooperation."

Station Separation Cut in New Tables

Commission's Mileage Scales Are Adapted to Progress

TO KEEP abreast of technical improvements both in radio transmission and reception, the engineering division of the Federal Radio Commission has compiled new tables showing the average night and day mileage separation between stations on the same and adjacent channels for recommendation hereafter.

Except in a few instances involving daylight stations, the recommended separations are reduced considerably from present standards. This is on the theory that new engineering requirements of the Commission and increased selectivity of receivers make possible minimum heterodyne and cross talk interference even with reduced geographical separation between stations operating simultaneously on the same channel.

Although the new tables now are applicable only where it is shown that the equipment installed in a station is capable of frequency maintenance within the 50 cycle tolerance, they are being used in connection with all applications which come before the Commission. The tables will fully operate, in so far as the engineering division is concerned, when the 50 cycle tolerance order (General Order 116) becomes effective next June 22. This order specifies that stations shall not deviate in excess of 50 cycles, plus or minus, from their assigned frequencies, whereas the present permissible deviation, except on new or remodeled stations, is 500 cycles.

The recommended separations vary considerably as compared with those worked out by the engineering division in 1930, notably with respect to evening hours. The recommended separation for a station of 1 kw. power, for example, under the old tables, was 1,200 miles if objectionable interference was to be averted. Under the new tables it is 1,050 miles. The old separation for 100-watt stations was 300 miles and is reduced to 200 miles.

Wider Daylight Margins

CLEAR channels are not affected as to night assignments, since there is no duplication during evening hours, authorized under Commission regulations. During daylight, however, the recommended separation is approximately the same, having been 462 miles for a 5 kw. station under the old tables whereas the recommended separation now is 430 miles. For stations of 50 kw. the old separation was 750 miles; this is increased to 810 miles.

Certain separations, particularly during daylight, are greater than were recommended in the old tables. This is because the new tables are based on far more comprehensive readings taken in the field by radio supervisors of the Commerce Department and are based both on field intensity surveys and interference observations.

The new separations are predicated on General Order 116, together with an extensive study made by the Commission of receiving characteristics, particularly of the general improvement during the past year of the selectivity of receivers. The tables, it is expected, will be modified from time to time, as improvements are made in radio technique. As stations become more proficient in all-round technical operation and receivers are improved, it is likely that the recommended separations between stations operating simultaneously on the same channel will be reduced accordingly.

The new tables were prepared by Andrew D. Ring, broadcast engineer, who frequently is called upon to testify in the Commission's behalf at hearings involving broadcasting.

Hercules Turns Poet

THE "WANDERING Poet," anonymous character of WPG, Atlantic City, who draws more fan mail than any other feature over that station, has been revealed. He is none other than Earl Liederman, famous strong-man whose Herculean physique adorns pages in many of the MacFadden magazines. Liederman writes most of his own poems, Norman Reed, program manager of WPG, disclosed at a hearing before the Federal Radio Commission on Nov. 5.

Two Program Weeklies Appear in New York

TWO NEW radio program weeklies have appeared in New York City as part of the definite trend toward the publication of such periodicals in many cities in which the newspapers' listings as regarded as inadequate. New York publishers recently agreed to eliminate all trade names from program schedules although most New York newspapers are continuing to carry listings in fairly complete descriptive form.

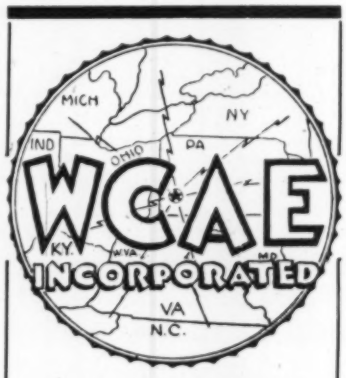
"The Radio Forecast" made its initial appearance late in October as a weekly carrying detailed programs of leading stations of the country Published by the Laros Publishing Co., Easton, Pa., its editorial and advertising offices are in New York City. Its second issue had 48 pages, size 5½ by 8½ inches. F. C. Gibbons is manager.

"The Radio Guide" is the other weekly. It has 16 pages and uses coated paper in tabloid size, featuring programs of stations in the metropolitan area. Former Hearst men are backing it. George D'Utassy, former publisher of Hearst's New York Mirror, is president, and E. M. Alexander, former advertising manager for various New York newspapers, is vice president. The backers include M. L. Annenberg, Hugh E. Murray and Joseph B. Bannon.

"Radio and Entertainment," a 16-page weekly, made its bow in St. Louis in September, and "Radio Programs and News" in Pittsburgh has gone into 29 editions. All along the Pacific coast there are program magazines.

Lawrence Talk Pulls Nearly 2,000 Requests

DAVID Lawrence's talk on banking over NBC Oct. 11, pulled nearly 2,000 requests for copies, demonstrating the keen interest of the radio audience in news and the meaning of news. The talk followed closely the recent White House conference on banking and the creation of the National Finance Corporation. Mr. Lawrence attributed the interest in the talk to the fact that it was on top of the news. No special offer was made, nor was there anything in the nature of the speech or its delivery radically different from his regular Sunday night talks on similar subjects.



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Congestion Seen in Television as New Applications are Filed

RCA-Victor and NBC Question Philco Invasion of Bands; "Line of Sight" Transmission Predicted

Elmer W. Pratt

CONGESTION in the bands set aside for experimental television is rapidly developing into a problem for the Federal Radio Commission which may necessitate the enforcement of rigid time-division schedules by experimenters assigned to these bands.

This is becoming more evident as hearings are held before examiners of the Commission on new applications to engage in visual broadcasting experiments. Already several of the score of companies licensed to carry on the experiments are devising methods of blocking the invasion of these bands by other companies which necessarily would curtail their own operating time.

The Commission now has before it the first serious question in this regard, raised by RCA-Victor and NBC at a hearing Nov. 2 on the application of Philadelphia Storage Battery Co. (Philco), for authority to use the 2750-2850 band and the three ultra-high frequency bands for operating tests of its laboratory apparatus. Philo T. Farnsworth, San Francisco and Salt Lake City inventor, is conducting Philco's television experimentation.

RCA, through counsel, did not object to the Philco application, but it did seek to restrict the Philco operations from the frequencies used by its Camden, N. J. stations, at the very outset of its experimental operations. The band of 43000-46000 kilocycles, it was brought out, is used by the Camden plant the equivalent of six full days and three nights a week. Because the distance between Camden and the proposed Philco plant is less than four miles, it was said that interference is inevitable if the stations operate simultaneously.

Counsel Clash

THIS hearing, before Examiner Pratt, was marked by clashes between opposing counsel, in which Commission counsel also figured. Lawyers both for RCA and Philco were on their toes every minute to prevent their expert engineering witnesses from disclosing "confidential information" about their respective visual systems, both of which were said to use cathode ray rather than mechanical scanning. The engineers talked about pictures with definitions of 500 and 600 lines as against the present recognized standard 60 lines and 20 frames per second.

"Line-of-sight" transmission in the ultra-high frequencies, rather than transmission in the lower frequency ranges, was stressed by engineering witnesses for the two companies. Should visual broadcasting evolve in that way, it would mean that a particular transmitter would serve only the local area from which the apparatus itself would be visible and that there would be no rural or remote service from such centrally located transmitters.

Under questioning by George Porter, assistant general counsel of the Commission, Mr. Farnsworth said that a statement he had made before the Commission a year ago that television could be broadcast on bands 6 or 8 kilocycles wide under a system he had developed has not proved practicable. This statement, Mr. Porter said, had been "broadcast over the land" and thus the idea was spread that the television problem had been solved.

Need Wider Channels

MR. FARNSWORTH declared that channels of much greater width, depending on the quality of pictures produced, are necessary at this time, and that it was "too bad we hadn't worked out the details a little better at that time." Channels of 1,000 kilocycles or even wider were discussed by the engineers, but all agreed that the state of the art is such that no definite estimate can now be made.

W. E. Holland, vice president in charge of engineering of Philco, in opening the case, said his company regarded visual radio as purely experimental, that it proposed no stock selling, and that it has no plans for commercial manufacture of television receivers. T. A. M. Craven, engineering consultant, emphasized the need for further knowledge of the ultra-highs while testifying in favor of the Philco applications.

A. H. Murray, in charge of the research department of RCA-Victor, testified that the RCA group had spent more than $1,500,000 in experimentation "for television purposes only" and that RCA-Victor in 1931 will have spent about $300,000 additional in this work. Although efforts were made by Commission counsel to glean information about the RCA experiments, Mr. Murray was prevented by counsel for answering such questions when they involved possible disclosure of confidential information.

Frank W. Wozencraft, counsel for RCA-Victor, said in his opening statement that RCA-Victor welcomed Philco into the experimental field. He added that the company did not object to the application but did desire to safeguard its own experimental operations in the ultra-high bands. Harry C. Butcher, Washington director of CBS, declared his company endorsed the Philco operation, believing that any developments they may make will be a contribution to the visual art.

Others who appeared are: Chas. W. Horn, NBC general engineer, P. J. Hennessey, NBC counsel, and L. F. Jones, RCA-Victor engineer. C. J. Hepburn and Thomas Hart were counsel for Philco.

Rehearing Refused Two N. J. Stations

POLITICAL intervention seeking to have the Federal Radio Commission reconsider its recent decision deleting WNJ, Newark, and WKBO, Jersey City, and awarding their facilities to WHOM, Jersey City, proved of no avail when the Commission Nov. 6 denied motions for rehearing. The vote was 3 to 2, with Commissioners Sykes and Lafount dissenting.

Following motions by the two aggrieved stations, Representatives Lehlbach and Hartley, both New Jersey Republicans, appealed to the Commission to reconsider the action. The latter also visited the White House, at which it is understood he went into the "political aspects" of the Commission's ruling. He threatened a Congressional investigation unless the Commission rectified its action by a rehearing. Mr. Lehlbach, ranking Republican on the House Committee on Merchant Marine and Fisheries, charged with radio legislation, appeared before the Commission in executive session on Nov. 5, the day before it denied the motions.

After the Commission's refusal to reconsider, however, the two stations filed appeals with the Court of Appeals of the District of Columbia. Stay orders restraining the Commission from making the decisions effective, were issued on Nov. 10 by the Court, on motion of George E. Strong, counsel for the stations. The Commission, thereupon, issued temporary license renewals to all three stations involved, pending determination of the issues by the court. The stations would have been deleted on Nov. 12 had the Court not intervened.

The three stations, along with WBMS, Hackensack, N. J., share time four ways on 1450 kc., with 250 watts each. The Commission ordered the two stations silent, awarding three-fourths time to WHOM, and permitted the Hackensack station to retain its assignment. In so doing, it approved the recommendation of Examiner Elmer W. Pratt.

The aggrieved stations, in their motions for rehearing, contended that WHOM will need "additional power if it is to serve properly the Jersey City area." Moreover, they said that the successful station had made "certain misrepresentations to the public" as was alleged by Representative Hartley. If the decision of the Commission is not reversed, they charged, community broadcast service would be deprived to more than 100,000 people.

G. E. Engineer Dies

LEWIS TAYLOR ROBINSON, 63, engineer in charge of the general engineering laboratory of the General Electric Company, died of heart disease Nov. 4 at his home in Schenectady. He was one of the best known of electrical engineers and had been in charge of the General Electric laboratories for the past 12 years. Death came suddenly after a slight attack of bronchitis.

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ACTIONS OF THE
FEDERAL RADIO COMMISSION
OCTOBER 31 TO NOVEMBER 13 INCLUSIVE

Applications . . .

OCTOBER 31

WGBS, New York City—Modification of CP granted 8-25-31, as to equipment, to extend completion date to 1-15-32, and change studio location from Hotel Lincoln to Ritz Tower.

WBBC, Brooklyn—License to cover CP granted 6-26-31 for changes in equipment.

KGFF, Shawnee, Okla.—License to cover CP granted 10-16-31 for change in equipment.

WRBJ, Hattiesburg, Miss.—Modification of CP to change transmitter and studio from Forrest Hotel to Hattiesburg Hotel.

WJBC, La Salle, Ill.—Modification of license to change hours of operation from sharing with WJBL to unlimited.

NEW, Renzia Ortman, Batesville, Ark.—Station on 1500 kc.; returned to applicant for failure to comply with regulations.

W2XAL, Coytesville, N. J.—Modification of CP for change in transmitter location to Boston, Mass., decrease in power to 5 kw. and change in call letter to W1XAL.

NOVEMBER 3

WFLA, St. Petersburg, Fla.—Construction permit to move transmitter locally and to install new transmitter.

WCSC, Charleston, S. C.—Modification of license to increase power from 500 w. to 1 kw. amended to request the facilities of stations WDAG and KGRS.

WCHI, Chicago—Modification of license to change hours of operation from sharing with stations WCKY and WJAZ to sharing with WCKY.

WCAJ, Lincoln, Nebr.—Modification of license to increase power from 500 w. to 1 kw.

KPO, San Francisco—To determine license power by direct measurement of antenna input.

NOVEMBER 4

WMIL, Brooklyn—CP to change equipment, change frequency from 1500 kc. to 1300 kc., power from 100 w. to 1 kw., and hours of operation from sharing with WWRL, WLBX, WMBQ to sharing with WEVD, WBBR, WHAZ (facilities of WHAP).

NEW, Paris, Ark.—Harry R. Fischer, Ark., for CP to use 1500 kc., 50 w. D.

WROL, Knoxville, Tenn.—CP to move transmitter locally and install new equipment, change power from 100 w. to 250 w. LS.

KSEI, Pocatello, Idaho—CP to change equipment and increase power from 250 w. to 250 w. 500 w. LS.

KIT, Yakima, Wash.—CP to move station locally, install new equipment, and change power from 50 to 100 w.

NOVEMBER 6

NEW, Pittsburgh—John B. Spriggs for CP to use 800 kc., resubmitted amended as to equipment.

NEW, Greenville, S. C.—W. G. Jasper for CP to use 1370 kc., 50 w., D.

NEW, Troy, Ala.—Troy Broadcasting Co. for CP to use 1500 kc., amended as to equipment and street address of station.

KGFX, Pierre, S. D.—Modification of license to change frequency from 580 kc. to 630 kc.

KELW, Burbank, Cal.—CP to make changes in equipment.

KVL, Seattle—To change hours of operation from sharing with KFBL to unlimited.

KFSG, Los Angeles—License to cover CP granted 7-7-31 for changes in equipment.

Applications returned: NEW, Malone Broadcasting Co., Malone, N. Y., CP for a new station on 1250 kc. (Does not comply with G. O. 102). NEW, Progressive Publishing Co., Muscatine, Ia.—CP for a new station on 1170 kc. (Does not comply with G. O. 102). WHBL, Sheboygan, Wis., for increase in hours of operation.

NOVEMBER 7

WCAX, Burlington, Vt.—CP to make changes in equipment, change frequency from 1200 kc. to 1340 kc., and increase power from 100 w. to 250 w. 500 w. LS, increase hours of operation from sharing with WNBX to unlimited.

WBBL, Richmond, Va.—License to cover CP granted 6-17-31 for change in equipment.

WFBC, Knoxville, Tenn.—Voluntary assignment of license to Virgil V. Evans.

WFDV, Rome, Ga.—Modification of license to change frequency from 1310 kc. to 1500 kc., and increase hours of operation, amended to request facilities of WRBJ.

WRBQ, Greenville, Miss.—Modification of CP to extend completion date to 1-27-32.

NOVEMBER 10

WABI, Bangor, Me.—Involuntary assignment of license from Pine Tree Broadcasting Corp.

WTAR-WPOR, Norfolk, Va.—Modification of license to increase power from 500 w. to 1 kw.

WNBR-WGBC, Memphis, Tenn.—License to cover CP issued 10-2-31 for local transmitter move.

WJBY, Gadsden, Ala.—License to cover 3-P-B-1361, issued 5-15-31, for change in equipment and increase power from 50 w. to 100 w.

KGHI, Little Rock, Ark.—Modification of license requesting specified hours of operation—authority to operate less than 12 hours a day.

NEW, Joplin, Mo.—Wharton & Cline for CP to erect a new station (transmitter at Carterville, Mo.) to use 1420 kc., 100 w., unlimited hours of operation—facilities of WMBH.

WDAG, Amarillo, Tex.—Modification of license to increase hours of operation from sharing with KGRS to unlimited.

KSEI, Pocatello, Idaho—License to cover CP granted 10-2-31 for changes in equipment.

NOVEMBER 11

WCSH, Portland, Me.—Determine license power by direct measurement of antenna input.

WSYB, Rutland, Vt.—CP to move transmitter outside city limits, install new equipment, change frequency from 1500 kc. to 1340 kc., and increase power from 100 to 250 w.

KFUP, Denver—CP application amended to omit increase in hours of operation.

Applications returned: WREN, Lawrence, Kans.—CP to move transmitter; NEW, Superior Broadcasting Co.—CP on 1370 kc; NEW, East St. Louis Daily Journal Co., East St. Louis, Ill.—CP on 900 kc.

NOVEMBER 12

NEW, Sturgis, Mich.—Albert J. Gerardo for CP to use 1260 kc., 15 w., 5 hours a day.

NEW, Muskegon, Mich.—Western Michigan Broadcasting Corp., for CP to use 1500 kc., 100 w., share with WKBZ.

WASH, Grand Rapids—Voluntary assignment of license to Kunsky-Trendle Broadcasting Corp.

NEW, Monroe, La.—Dr. F. P. Cerniglia for CP amended to request 1420 kc., instead of 1310 kc., and to share with WJBO instead of KRMD.

WREN, Lawrence, Kan.—CP to move transmitter to Tonganoxie, Kan., resubmitted.

KSMR, Bakersfield, Cal.—Modification of CP granted 10-23-31, to change frequency from 1200 kc. to 1310 kc.

KFPY, Spokane—Determine license power by direct measurement of antenna input.

Decisions . . .

NOVEMBER 3

WFBC, Altoona, Pa.—Granted CP to install new transmitter.

KGFX, Pierre, S. D.—Granted modification of CP to extend completion date to Dec. 20.

WCAX, Burlington, Vt.—Granted license to remove transmitter and studio locally and change equipment, 1200 kc., 100 w., share with WNBX.

KFUL, Galveston, Tex.—Granted license covering changes in equipment, 1290 kc., 500 w., share with KTSA.

KFXY, Flagstaff, Ariz.—Granted license covering removal of transmitter and studio locally, and installation of new equipment, 1420 kc., 100 w., unlimited time.

W2XF, New York City—NBC granted license, visual broadcasting.

WJKS, Gary, Ind.—Granted renewal of license, 1360 kc., 1KW with additional 250 watts LS, sharing with WGES as follows: WGES, 3/7ths time; WJKS, 4/7ths time. (Issued pursuant to stay orders by Court of Appeals).

Set for Hearing: NEW, C. J. Scott, Beaver Falls, Pa.—Requests CP with 560 kc., 25 w., unlimited time; NEW, The Journal Co., Milwaukee—Requests CP, for special experimental service.

WBZ, Springfield, Mass.—The Commission reconsidered and granted an increase in power from 15 kw. to 25 kw. This station was one of the applicants for 50 kw. in the first zone.

NOVEMBER 6

WAAM, Newark, N. J.—Granted CP to make changes in equipment to conform to G. O's 111, 115 and 116.

WLAP, Louisville—Granted CP to make changes in equipment to conform to G. O's 111, 115 and 116.

KIT, Yakima, Wash.—Granted CP to change location of transmitter and studio locally in Yakima; install new transmitter and increase power from 50 to 100w.

WLBL, Stevens Point, Wis.—Granted modification of CP to move transmitter from Stevens Point to near Ellis, Wis., and extend completion date to 1-20-32.

KFXD, Nampa, Idaho—Granted modification of CP to extend commencement and completion dates from Aug. 1 to Nov. 1, and from Nov. 1 to Dec. 1, respectively.

WEBR, Buffalo, N. Y.—Granted modification of license to use old transmitter as auxiliary.

KFYR, Bismarck, N. D.—Granted modification of license for certain specified hours of operation, unlimited time except 12:30 to 2 P. M. daily, Sunday unlimited.

KWX, St. Louis, Mo.—Granted modification of license to change name from Greater St. Louis Broadcasting Corp. to Thomas Patrick, Inc.

KUT, Austin, Tex.—Granted consent to voluntary assignment of license to KUT Broadcasting Company.

WTFI, Athens, Ga.—Granted license covering installation of new equipment, 1450 kc., 500 w., unlimited time.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

Set for Hearing—NEW, Stewart A. Heigold, Yuma, Ariz.—Requests CP for new station, 1420 kc., 100 w., unlimited time (facilities of KFXY). Also automatic frequency control.

WALR, Zanesville, O.—Hearing cancelled because Zanesville Radio Corporation withdrew application.

NEW, Tate Mountain Estates, Inc., Jasper, Ga.—Denied CP, 3280 kc., 7½ w., because of failure to enter appearance.

Applications dismissed at applicants' request: WCOH, Yonkers, N. Y., modification of license; WDIX, Greenville, S. C., CP, 1310 kc., 100 w.; NEW, Wade H. Dellinger, Charlotte, N. C., CP, 880 kc., 250 w.; WXYZ, Detroit, CP, 1240 kc., 5 kw.; NEW, Alexander T. Mirante, New Britain, Conn., CP, 1210 kc., 100 w.; NEW, Franz Telewski, New Bergen, N. J., CP, 11000-12000 kcs., 150 w.; NEW, Television Labs., Inc., San Francisco, CP, 2100 kc., 1500 w.; KWCR, Cedar Rapids, Ia., modification of license, 1310 kc., 100 w., dividing with KFGQ only.

WSAI, Cincinnati, (Ex. Rep. 240)—Granted modification of license to increase daytime power from 500 w. to 1 kw., LS, reversing Examiner Hyde; Commissioners Salzman and Starbuck dissenting.

WFOX, Brooklyn, (Ex. Rep. 243)—Denied modification of license to change frequency from 1400 to 1300 kcs., and use certain specified hours now assigned to WEVD, reversing Examiner Pratt; Commissioners Saltzman and Starbuck dissented.

NEW, John W. Lieuallen, Moscow, Idaho (Ex. Rep. 256)—Denied by default CP for new station to operate on 1420 kc., 100 w., D, sustaining Examiner Walker.

WNJ and WKBO, Newark, and Jersey City—Motion for re-hearing in the matter of WHOM, for modification of their license, denied; Commissioners Sykes and Lafount dissenting.

WELL, Battle Creek, Mich.—After reconsideration application for increase in power from 50 to 100 w. was not granted, and application was set for hearing.

KVOO, Tulsa, Okla.—Permitted to intervene in application of D. R. Wallace for CP to erect station at Tulsa.

NOVEMBER 10

KGEK, Yuma, Col.—Granted CP to make changes in equipment and increase power from 50 to 100 w.

KCRC, Enid, Okla.—Granted modification of CP to extend completion date to Dec. 10.

KPO, San Francisco—Granted authority to determine licensed power by direct measurement of antenna input in compliance with G.O. 115.

WEBQ, Harrisburg, Ill.—Granted authority to install automatic frequency control to conform to G.O. 111, 115 and 116.

WORC-WEPS, Worcester, Mass.—Granted license covering installation of new equipment, 1200 kc., 100 w., unlimited time; also granted authority to determine license power by direct measurement of antenna input.

WKAR, East Lansing, Mich.—Granted license covering changes in equipment, 1040 kc., 1 kw., D.

WTSL, Laurel, Miss.—Granted license covering move of transmitter and studio, 1310 kc., 100 w., share with KRMD.

KSCJ, Sioux City, Ia.—Granted license covering changes in equipment; 1330 kc., 1 kw., night, 2½ kw., LS, share with WTAQ.

WMBH, Joplin, Mo.—Granted license covering changes in equipment, 1420 kc., 100 w., 250 w., LS, unlimited time.

WMBO, Auburn, N. Y.—Granted consent to voluntary assignment of license to WMBO.

WHBU, Anderson, Ind.—Granted consent to voluntary assignment of license to Anderson Broadcasting Corp.

KLRA, Little Rock, Ark.—Granted 30 day extension of CP and test period thereunder.

WABI, Bangor, Me. (Report No. 261)—Remanded to Examiner Walker for additional testimony.

KOB, State College, N. M.—Licensee directed to file application for renewal No. 26. (Facilities have been applied for by KOY, Phoenix, Ariz.).

Set for hearing: WFIW, Hopkinsville, Ky.—Requests CP to increase power to 5 kw. and install new equipment; NEW, Edmund J. Meurer, Mt. Clemens, Mich.—Requests CP, 1500 kc., 100 w., share with WMPC; WJAS, Pittsburgh—Requests CP and moderation of license to install new transmitter and change frequency from 1290 to 920 kc.; NEW, Radio Vision Company, Pittsburgh, and NEW, The WGAR Broadcasting Co., Cuyahoga Heights Village, O.—Request CP for visual broadcasting.

NOVEMBER 13

KGEF, Los Angeles (Ex. Rep. 241)—Ordered removed from the air, overruling Chief Examiner Yost, because of objectionable broadcasts by the Rev. Robert P. Shuler.

WEDH, Erie, Pa. (Ex. Rep. 229)—Denied application for shift in frequency to 940 kc., with increase in power, sustaining Examiner Pratt.

WLBW, Oil City, Pa. (Ex. Rep. 229)—Denied CP to erect transmitter at Erie, Pa., for synchronization with WLBW experimentally, reversing Examiner Pratt.

NEW, Radio Distributing Co., Honolulu (Ex. Rep. 231)—Denied CP for local station on 1420 kc. with 100 w. and unlimited time because of quota restrictions, reversing Chief Examiner Yost.

WJR, Detroit, Mich.—Granted CP to make changes in equipment and increase power to 10 kw.

KRMD, Shreveport, La.—Granted authority to operate simultaneously with WTSL, Laurel, Miss., between 5 and 7 p. m. CST, each afternoon during period Nov. 26 to Dec. 25, inclusive. In order to broadcast special educational programs which will be known as "Childrens' Theater of the Air."

WHOM, Jersey City, N. J., WNJ, Newark, and WKBO, Jersey City, N. J.—Granted modified renewal of license extending authority to operate to no later than 3 a. m., EST., May 1, 1932; WNJ and WKBO granted extension of temporary licenses for same period.

WRBJ, Hattiesburg, Miss.—Granted consent to voluntary assignment of CP to W. E. Barclift, F. E. Barclift and P. L. Barclift, d/b as Hattiesburg Broadcasting Co.; also granted modification of CP to change location of transmitter and studio locally.

WASH, Grand Rapids, Mich.—Granted authority to reduce power from 500 to 350 watts for period of 2 weeks or less, in order to repair generator.

KMCS, Inglewood, Cal.—Granted CP to move transmitter and studio from Inglewood to Los Angeles, and install new transmitter. (Application withdrawn from hearing docket).

WAWZ, Zarepnath, N. J.—Granted authority to remain off the air on Nov. 12, and reduce power from 250 to 100 watts Friday and Saturday Nov. 13 and 14.

The following stations were granted temporary licenses and designated for hearing because they are not operating 12 hours per day: WHBF, Rock Island, Ill.; WOCL, Jamestown, N. Y.; WSAJ, Grove City, Pa.; WSJS, Winston-Salem, N. C.; WTJS, Jackson, Tenn.; KFPL, Dublin, Tex.; KGCU, Mandan, N. D.; KGEZ, Kalispell, Mont.; KGNO, Dodge City, Kans., and KGY, Lacey, Wash.

WGAL, Lancaster, Pa., granted temporary license and designated for hearing because of questions over time-sharing agreement with WRAW.

The following stations were granted temporary licenses pending Commission's decision as result of hearing to be held regarding simultaneous operation in violation of G. O. 105: WFBG, Altoona, Pa., and WJAC, Johnstown, Pa.

WBBZ, Ponco City, Okla., granted temporary license pending hearing and decision with respect to alleged violation of Section 3, G. O. 105, and also to permit investigation with respect to alleged receivership having been created for station.

WCSC, Charleston, S. C.—Hearings ordered on request for modification of license to increase operating power from 500 watts to 1 kw.

KFXY, Flagstaff, Ariz.—Requested to file application for renewal of license through supervisor of district on or before Nov. 28, 1931.

WKBV, Connersville, Ind.—Granted renewal of license with reduction of time, affirming action taken Nov. 12.

Examiner's Reports . . .

KLRA, Little Rock, Ark.—Recommended for renewal of license by Examiner Walker (Report 273 and Docket 1284 and 1297) with three-fourths time but denial for full time; application of KUOA, Fayetteville, Ark., for renewal of license recommended for grant but denied insofar as it requests equal time with KLRA; recommended also stations enter written agreement for division of hours and file same with Commission.

KGIZ, Grant Park, Mo.—Recommended for renewal of license by Examiner Pratt (Report 275 and Docket 1328) upon failure of Charles Smuck, applicant for KGIZ facilities, to appear for hearing.

WIBG, Elkins Park, Pa.—Recommended for renewal of license by Examiner Hyde (Report 274 and Docket 1360) on failure of Clarence M. Doyle, applicant for WIBG facilities to make showing.

NEW, Indiana's Community Broadcast Corp., Hartford City, Ind.—Application for visual broadcasting and portable station licenses recommended for denial by Chief Examiner Yost (Report 276 and Docket 1368) because of failure to show that awards would serve public interest.

NEW, Pilot Radio & Tube Corp., Lawrence, Mass.—Request for experimental television construction permit to use 2000-2100 kc. and 250 w. recommended for denial by Examiner Pratt (Report 278 and Docket 1346) because of failure to show public interest would be served.

WALR, Zanesville, O.—Applications of Roy W. Fuller and Akron Broadcasting Corp. for voluntary assignment of license recommended for denial by Examiner Walker (Report 277 and Dockets 1175 and 1173). Application of Ohio Broadcasting Corp. for same facilities recommended for denial. Motion of Zanesville Radio Broadcasting Corp. recommended for granting with prejudice.

NEW, Denison Radio Laboratory, Denison, Tex.—Examiner Walker (Report 279 and Docket 1369) recommended denial by default.

WCHI Asks Stay Order

An appeal from the Federal Radio Commission's decision ordering its deletion along with Station WJAZ, Chicago, was filed in the Court of Appeals of the District of Columbia on Nov. 13 by WCHI, Chicago, of the Peoples Pulpit Association. The Commission ordered deletion of the two stations to make possible award of full time to Station WCKY, Covington, Ky., on the 1490 kc. channel which is used four-sevenths time. One-seventh time was vacant, with two Chicago outlets, each of 5,000 watts, assigned one-seventh time each. A stay order was requested by George O. Sutton, attorney for WCHI.

NBC Talent At Childs

NBC ARTISTS Service is now supplying orchestras to two Childs restaurants in New York City. If the plan proves successful, it is said, other restaurants in the chain will be similarly supplied.

Average Network Income

MONTHLY average incomes from time sold by the NBC and CBS networks together from January through August, 1931, was $2,835,220, which is 36 per cent ahead of the average for the same period of 1930. Their combined monthly average for 1930 as a whole was $2,234,645. In 1930, the combined incomes of NBC and CBS exceeded $27,000,000.

Church Group Sues

THE CHURCHILL Evangelistic Association, Inc., Buffalo, which formerly sponsored the Back Home Hour over CBS, has filed suit for $500,000 damages against that network and the Buffalo Broadcasting Corporation, alleging breach of contract. The damages are sought as compensation for the time the Back Home Hour has been off CBS.

The case grows out of the recent decision of CBS to discontinue all individual religious programs and to broadcast only programs arranged by Protestant, Catholic and Jewish churches on a sustaining basis. The Churchill Association had broadcast the Back Home Hour Sunday nights over CBS with WKBW, Buffalo, which it formerly owned, as the key. When WKBW was sold to the Buffalo Broadcasting Corporation last April, the broadcasts were discontinued.

In addition to the $500,000 suit, the association seeks an injunction to bar all CBS programs from stations of the Buffalo Broadcasting Corporation until these stations and the CBS restore the Back Home Hour to the coast-to-coast network. It alleges it has a contract whereby its program should be broadcast without charge by the Buffalo station and by 30 stations affiliated with CBS until November of next year.

The decision of CBS to discontinue all sponsored religious programs led to the organization of an independent hookup by Father C. E. Coughlin, of Detroit, for his Golden Hour of the Little Flower programs on Sundays. The only exception to the new policy is that of the Rev. D. G. Barnhouse program from Philadelphia. He has a CBS contract which still has some time to run.

Washington Visitors*

H. K. Carpenter, WPTF, Raleigh, N. C.

Philo T. Farnsworth, W. E. Holland, Thomas Hart, C. J. Hepburn, Philco Company, Philadelphia.

P. J. Hennessey, Charles W. Horn, NBC, New York.

Loyd Briggs, Frank W. Wozencraft, A. F. Murray and L. F. Jones, RCA, New York.

J. J. Storey, WTAG, Worcester, Mass.

W. G. H. Finch, Hearst radio interests, New York City.

Edwin M. Snence and Norman Reed, Atlantic City, N. J.

Dr. Leon Levy, WCAU, Philadelphia.

The Rev. Henry F. Riley, Joseph F. Deppe and Florence Harrington, WLWL, New York City.

James P. Keirnan and Ray S. Launder, station representatives, New York City.

Earl C. Glade, KSL, Salt Lake City.

Frank Stollenwerck, attorney, Boston.

Stanley Hubbard, KSTP, St. Paul.

Dave Ablowich, Jr., KFPM, Greenville, Tex.

Warren Williamson, Jr., WKBN, Youngstown, O.

D. E. Replogle, Jenkins Television Corp., Passaic, N. J.

L. E. Whittemore, A. T. & T. Co., New York City.

C. B. Johnson and Earl C. Kruger, Sandusky, O.

** A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *October 31, to November 13*

Five Years of NBC

(*Continued from Page 6*)

their duty as citizens. In the presidential campaign of 1928, for the first time, the two major party issues reached the masses of America more intimately than ever before. As a result of network broadcasting, the voters were able to be present vicariously at the national conventions. Later through the voices of poiltical leaders and the nominees themselves, listeners were given a clear picture of the candidates and the campaign issues. This naturally led to a more vital interest in the internal affairs of our government. People were given a new realization of the important part they must play in any nation that is self-governed.

"The third step was spiritual in character. For centuries religious leaders in every land have condemned intolerance. It was freely admitted that much of this came from a lack of understanding of the religious views of others. Through radio's presentation of leaders of every creed, this situation has shown signs of improvement.

Future Holds Much

"COINCIDENT with these developments came educational broadcasting. The national networks reached out and took into their studios the leading thinkers and students of our time. The foremost authorities on matters secular spoke into the microphone to the people of the entire country.

"Science, art, social economics, business, industry and statesmanship were discussed before gigantic unseen audiences. Descriptions of current and sport events were broadcast. What has been done in all of these fields is only an indication of what is to follow. We are just on the threshold of increased achievements in radio broadcasting.

"Since the beginning of time, the mystery of what is beyond the horizon has always held the intense interest of men. Some of our greatest audiences have been those who listened in during the international broadcasts. At first these broadcasts were only partially successful. They were not clear, and static interfered.

"Our engineers working with unceasing energy have performed wonders in the past two years. These imperfections practically have been ironed out; and, working in cooperation with broadcasting organizations in all parts of the globe, we have brought to the ears of the American listener the words of the most important figures in the world. Persons in this country have heard rulers, both spiritual and temporal, statesmen, philosophers, scientists, educators and musicians from the four corners of the earth. These broadcasts are slowly but certainly bringing to us a better understanding of the kind of people there are 'beyond the horizon,' a better understanding of their aims and ideals, their hopes and fears, and their feelings toward us.

"It is here that radio's greatest potentiality is found. For I believe that as these broadcasts are continued, the time will come when the accumulated universal undertsanding will produce universal peace.

"In a little more than a year, much of Radio City will be completed. The NBC with its offices will occupy some half million square feet in the central 66-story building. With Radio-Keith-Orpheum and the possibility that the Metropolitan Opera Company will become a factor in Radio City, NBC will have the facilities of coordinating all forms of entertainment for the benefit of the entire nation."

LATEST reports from New Zealand are to the effect that on the expiration of the New Zealand Broadcasting Company's license at the end of this year the Dominion's broadcasting service will be placed under the control of a body almost identical with the British Broadcasting Corp. The board, to comprise a chairman and four other members, will take over the existing stations at Auckland, Wellington, Christchurch and Dunedin. Relay stations probably will be erected in country towns.

NEWS NOTES

From Foreign Lands

THREE more 100 kw. stations at Kiev, Minsk and Sverdlovsk and 14 more 10 kw. stations at as many more strategic points in the Soviet Union are to be completed by the end of 1932 under orders of the Council of People's Commissars. Russian authorities also plan the erection of a Radio Center in Moscow to conduct scientific researches on a large scale.

A NEWS dispatch from Mexico City on Nov. 8 reported that alleged armed Communists swept into the studios of XEW, Mexico City, and started to berate the government on the radio. They were on the air about 15 minutes before police arrived.

BECAUSE of depressed conditions, funds for the continuance of OAX, Lima, Peru, which ordinarily came from surplus earnings accruing from the operations of mails and telegraphs, have not been forthcoming of late. The station has been operated by the Marconi Wireless & Telegraph Co., which is concessionaire of the Peruvian government for handling mails and telegraphs. According to a Department of Commerce report from Julian D. Smith, commercial attache at Lima, the Philips Company of Holland has petitioned the Peruvian government to allow it to operate the station as a commercial enterprise, promising that it will levy no charges upon the State.

DURING the recent elections, the British Broadcasting Corporation authorized 10 fixed periods between Oct. 13 and 24 for speeches by the various candidates and their party spokesmen.

STARTING Oct. 15, the British Broadcasting Corporation began a regular Thursday night half hour series of television transmissions, carrying the visual signals on the Daventry long wave station and the sound accompaniment on the London regional wave length. Jack Payne and his BBC dance orchestra were the first to be televised. This replaces the former twice weekly television transmissions from the Baird studios.

LUXEMBOURG'S new 100 kw. broadcasting station, over which sponsored programs will be carried for reception throughout continental Europe, has been revealed in the French Journal Officiel as coming under the absolute control of France, according to Wireless World of London. For a time there was suspicion that the station, which will be supported by advertising, was being promoted by American or British interests. It will be directed by M. Fernandez, who has just received the grade of Officer of the Legion of Honor from the French government.

APPARATUS said to eliminate fading has been invented by K. E. Ylander, Swedish engineer, after six years of research and experimentation. Described as a fading compensator, the device is attached to the receiver set, and is of very simple construction. It seems to have "definitely solved the fading problem" states a report to the Commerce Department from Stockholm. The device was recently demonstrated at a meeting of radio experts, engineers and telegraph officers and successfully tested on programs broadcast by distant foreign stations.

THERE'S a newspaper-radio fight going on in Argentina, according to reports. During a protest program against attacks in the Argentina press directed at radio advertising, the officials of one station imposed a solemn five minutes' silence as a "gesture of protest against criticisms they have been subjected to."

Saerchinger Arranges CBS Relays to Europe

EUROPE will soon hear a special schedule of CBS programs transmitted to London via Transatlantic telephone and thence relayed to France, Austria, Czechoslovakia, Hungary and possibly Italy, through arrangements completed by Cesar Saerchinger, CBS London representative who is now visiting this country.

A concert of the New York Philharmonic will be broadcast Nov. 29. An all-star program of diversified American features will be broadcast Dec. 18. On Feb. 12, Europe will hear from CBS a program of American spirituals. CBS is also considering the possibility of having Frederic William Wile, its Washington political analyst, speak to Europe in English and German on a regular schedule.

Dr. DeForest Objects

Dr. Lee DeForest, pioneer radio inventor, was billed as honor guest in Los Angeles at a radio ball on November 2, the eleventh anniversary of public broadcast. Proceeds were to go to the city employees' fund for aiding the unemployed and all of the local broadcasters sent talent in abundance. But the distinguished scientist, on arriving at the hall, found a kiltie band waiting to escort him to the rostrum. Dr. DeForest objected to what he termed the "circus atmosphere" of the reception, objected to hearing commercially sponsored transcriptions over a nearby loud speaker, and promptly departed for home without greeting the assemblage or making a speech.

WMCA Scoops Press

RADIO is scooping the New York City daily newspapers on city dramatic criticism. Bide Dudley, formerly of the Evening World and recently of the World-Telegram, is reviewing dramatic performances and airing his views immediately thereafter over WMCA, New York City. For the benefit of those who cannot hear him at midnight, Dudley repeats his reviews the following afternoon over the same station. The feature was started on Oct. 26.

Appeal Urges Parley of National Advertisers

A PROPOSAL that a representative group of the advertising industry ask the Federal Trade Commission to call a trade conference on advertising and selling "to formulate a code of standards and practices and to devise a method of enforcement" was made by Joseph H. Appel, chairman of the executive board of the John Wanamaker store, New York, at a recent meeting of the Advertising Council of the Chicago Association of Commerce.

Among the groups he suggested should be invited to the national conference is the radio advertisers. Four means of improving advertising were suggested: (1) through the affiliated Better Business Bureaus; (2) through the various associations of organized advertising, national and local; (3) through the various trade industries and associations using advertising, and (4) through censorship by newspapers and periodicals.

While discussing published advertising exclusively, Mr. Appel assailed the "misuse of advertising" in the retail field. He denounced exaggerated and misleading advertising together with under-selling "baits."

Rule Incidental Records Need No Announcement

USE OF electrical transcriptions or phonograph records to furnish studio programs with sound effects, atmosphere or program signatures do not come within the terms of the order requiring announcement of recorded programs, the Federal Radio Commission has decided. Such a ruling was contained in a memorandum from the Commission to William D. Terrell, Director of Radio, Department of Commerce, and was approved by the Commission June 26. It reads as follows:

"Please be advised that the Commission has interpreted General Order No. 78 to exclude from its terms the use of electrical transcriptions or phonograph records which are merely introductory or an /or incidental to the main programs, consisting of very brief announcements, sound effects, atmosphere, or as signature of the station signing on or off."

Television in Canada

CONSTRUCTION of the first Canadian television station has been started at Montreal, Quebec. It will be owned and operated by the French Newspaper, La Presse. Armondo Conto, engineer of the Western Television Corporation, Chicago, is directly in charge of erecting the station.

European Trend Toward High Power Apparent in Score of New Stations

Range of Transmitters is From 60 to 150 kw.; England and Germany Lead in Receivers

THE DEFINITE trend toward high power broadcasting in Europe is reflected in reports that at least a score of new stations are being built or are planned with power ranging from 60 to 150 kw.

Latest advices from the International Radio Union at Geneva state that Germany alone has under construction one station of 150 kw. and five others of 75 kw. each. Great Britain is contemplating five 70 kw. stations to replace existing low-power or wire-synchronized outlets, and an 80 kw. station under construction in Ireland will go on the air during 1932 or 1933.

In Vienna a 132 kw. station to operate on 581 kc., is under construction and will be on the air next year. Czechoslovakia has built a new station at Liblice to operate with variable power from 60 to 120 kw., and it now is on the air experimentally. Three Finnish stations, at Lahti, Viipuri, and Helsinki have been increased greatly in power during the past two years, but their rated output is not reported.

France has just opened a new station at Paris with variable power from 100 to 120 kw., replacing the Clichy station. In December another Paris station with 60 kw. will go on the air.

Germany's new high power allocations will become entirely effective next July. The new 150 kw. station at Leipzig, assigned to 770 kw. will begin operation in April, 1932, as will a new 25 kw. outlet at Frankfort. The other stations, each of 75 kw., are located at Munich, Langenberg, Berlin, Hamburg and Breslau. They will take the air between next December and July.

Latvia is building a new 35 kw. station at Madona, to go on the air next year, and a second at Kuldiga of the same power to begin operation in 1933. Italy is building a new short wave broadcasting station at Trieste with 15 kw. output.

Lithuania has a new 25 kw. station under construction at Kaunas, to replace the existing station next year. Morocco is building a 6 kw. station to go on the air in December, and another of 15 to 20 kw. to begin operation in 1933.

A short wave broadcasting station of 60 kw., and a long wave station of 20 kw. are being constructed in The Netherlands, and are scheduled for completion in May, 1932. Yugoslavia hopes to have completed within two years a new 7.5 kw. station at Skoplje, as well as three low power stations in other areas.

With approximately 3,800,000 registrations each, Great Britain and Germany lead all other European nations in the number of radio receiving set licenses issued, according to latest figures from Geneva. Great Britain had issued 3,844,102 licenses up to last August and Germany 3,719,594 up to the end of June.

Receiving set licenses issued by other continental nations are: Denmark, 456,500; Austria, 450,272; Czechoslovakia, 336,045; Italy, 206,105; Belgium, 167,500; Switzerland, 123,611; Netherlands, 122,413; Norway, 95,555; Rumania, 60,163; Latvia, 41,910; Yugaslavia, 30,398; Estonia, 14,464; Lithuania, 11,763, and Morocco, 3,000.

If You Sell » » » »

TIME
TUBES
ALENT
RANSMITTERS
RANSCRIPTIONS

In Fact---If You Have a Sales Message To the Radio Industry . . . .

PUT IT IN PRINT

In

BROADCASTING

THE NEWS MAGAZINE OF THE FIFTH ESTATE

IT'S COMPLETE COVERAGE OF THE BROADCAST INDUSTRY

Is your assurance of reaching the man who buys Time—Tubes—Talent—Transmitters—Transcriptions and all other appurtenances to radio.

NATIONAL PRESS BLDG. WASHINGTON, D. C.

On Cooperation With Advertising Agencies

(*Continued from page 13*)

to us that an Open Time bureau be established in New York, with perhaps a companion office in Chicago, where all needful data about stations, their programs and time units open, could be collected and made available to advertising agents. This certainly would be a great convenience to us, would give us a reliable and adequate picture of available time, and it should be very helpful to all stations, which would no longer have to rely on time brokers to relay this data.

Weekly reports on standard blanks could be made to the Bureau, with telegraphic corrections from day to day. Each station could be represented by a large chart showing every program by hours with time open and other needed data. Agents might then see for themselves at any time the whole field of station schedules in the office and project their broadcasts accordingly. A staff could answer inquiries by letter or wire. The whole undertaking would not be expensive, perhaps $25,000 a year, at least to start with, and it would save the broadcasters a much larger sum.

The Four A's will be glad to assist the stations in building a bureau of this kind and might sponsor it. Financial support should come from them, as it would be essentially a representation cost. Spread among a sufficient number, the burden would be light. I understand that a single half hour broadcasting charge for all stations would aggregate $31,000. Of course, the Four A's could not afford to have any hand in a project of this sort unless a substantial number of stations agreed to support it over a period of time.

Radio Will Grow

RADIO, in my opinion, is going to grow. Its technique will be greatly improved and its scope widely expanded, as synchronization and other means open up new wave bands and admit more advertising. But radio growth should be in cooperation with other media and not in opposition to them. This is a point of view perhaps more urgently needed by newspapers than by broadcasters. They should welcome radio as a cooperative factor. An immense amount of newspaper lineage has been created and stimulated by radio, especially in the case of large broadcasters like American Tobacco and Palmolive, whose newspaper campaigns have tremendously expanded. Innumerable cases could be cited, I believe, where radio broadcasting has doubled the returns from newspapers and magazines. The best results appear to come from a cooperative use of media, the printed word backed by the ear appeal, the one supporting and reinforcing the other.

I have been very much interested in a recent study made by Dr. Elder of the Massachusetts Institute of Technology for the Columbia System, which seems to indicate to a remarkable degree the indirect selling influence of radio. Apparently there is a marked increase in radio advertised brands in radio homes, compared with non-radio homes and brands not advertised by radio. The study is not definitely conclusive; such studies never are; but there is enough evidence to be reassuring.

Sounds Warning

Radio advertising has become a young giant. It has grown as no other medium ever grew in a short period of time. It has captured the popular imagination. But we must bear in mind that the novelty will wear off, even the novelty of television in its turn, and the medium should plan its future with that expectation in mind. It is bound to become a work-a-day medium, like all the others, and have to hold its own on that basis. I don't mean that it will not exceed all others in entertaining value, and always do so, but its freshness of appeal will depend upon what is said and heard on the air. Broadcasters can not afford to become stereotyped in their programs.

The creative resources of music and drama must be searched for new and old ideas adaptable to modern taste; the whole world of musical thought and feeling must be drafted for suitable offerings. And commercial credits must be held within bounds; they can be bold and above board, but not obstructive or out of key. They should be handled with the skill of a showman, made a part of the show. Many broadcasters feel that advertisers and their agents have been too aggressive in this respect, have introduced too much commercial flavor into radio entertainment. Perhaps we have.

We are so accustomed to selling goods through the printed word that we are prone to forget that the ear appeal is quite a different medium and not to be handled in any obstrusive way.

Radio is new to us. We are rapidly learning its technique—the way to please and entertain as a goodwill maker. Agencies are developing in their own staffs radio sense, technicians, studios and departments to perfect their use of entertainment in commerce without undue commercial flavor.

Broadcasters should feel the effect of this soon, as soon, in fact, as we emerge from the present period of fierce competition and the lowered standards which result from it. Radio can not help but suffer with all other media from the relentless battle for business now going on. Better days are coming and more restrained business methods.

These are joint problems for both agents and stations to deal with. Between us we must make and keep radio an intriguing medium, always fresh and always new. The advertising agent, I feel sure, is going to contribute his full share towards attractive programs and at the same time so relate them to the client's commercial need as to garner for him a full return from radio broadcasting. The more closely we work together, for the good of the medium and for the profit of advertisers, the safer it will be. The fewer intermediaries between us, the better.

Increase Granted WSAI

AN INCREASE in daytime power from 500 watts to 1 kw. was authorized for WSAI, Cincinnati, on Nov. 6 in a decision by the Federal Radio Commission reversing the recommendation of Examiner R. H. Hyde (Report 240). Chairman Saltzman and Commissioner Starbuck dissented. The increase was granted despite the finding by Examiner Hyde that granting of the application would cause interference with WHBD, Mount Orab, O., operating on a channel 20 kc. removed from WSAI.

Presenting

RADIO'S SHOW WINDOW

First Section opens week November 16th

- The Market-place at the Cross Roads of Radio.

Manufacturers !

Take your goods to market—reach the users who all visit the Capital—Permanent exhibition of transmitting, studio, sound and photo-electric equipment—in the same building with the Federal Radio Commission—*the focal point of Radio.*

Visitors !

Make the Exhibition your headquarters while in Washington.

For further particulars

National Radio Equipment Exhibition

National Press Building
Washington, D. C.

The only chain affiliated station in Washington taking electrical transcriptions.

SPOT YOUR SPOT BROADCASTING OVER

WMAL

Washington, D. C.

500 Watts · 630 K. C.

The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

A Typical Audience at WNAX Yankton, South Dakota

THIS LARGE CROWD OF PEOPLE

An almost continual stream of people flows into our auditorium daily from the homes of our listeners. In our primary coverage are 163,622 families. Our secondary or "Very Good" coverage includes 922,419 families.

Place your SPOT ADVERTISING with us and reach directly this responsive audience.

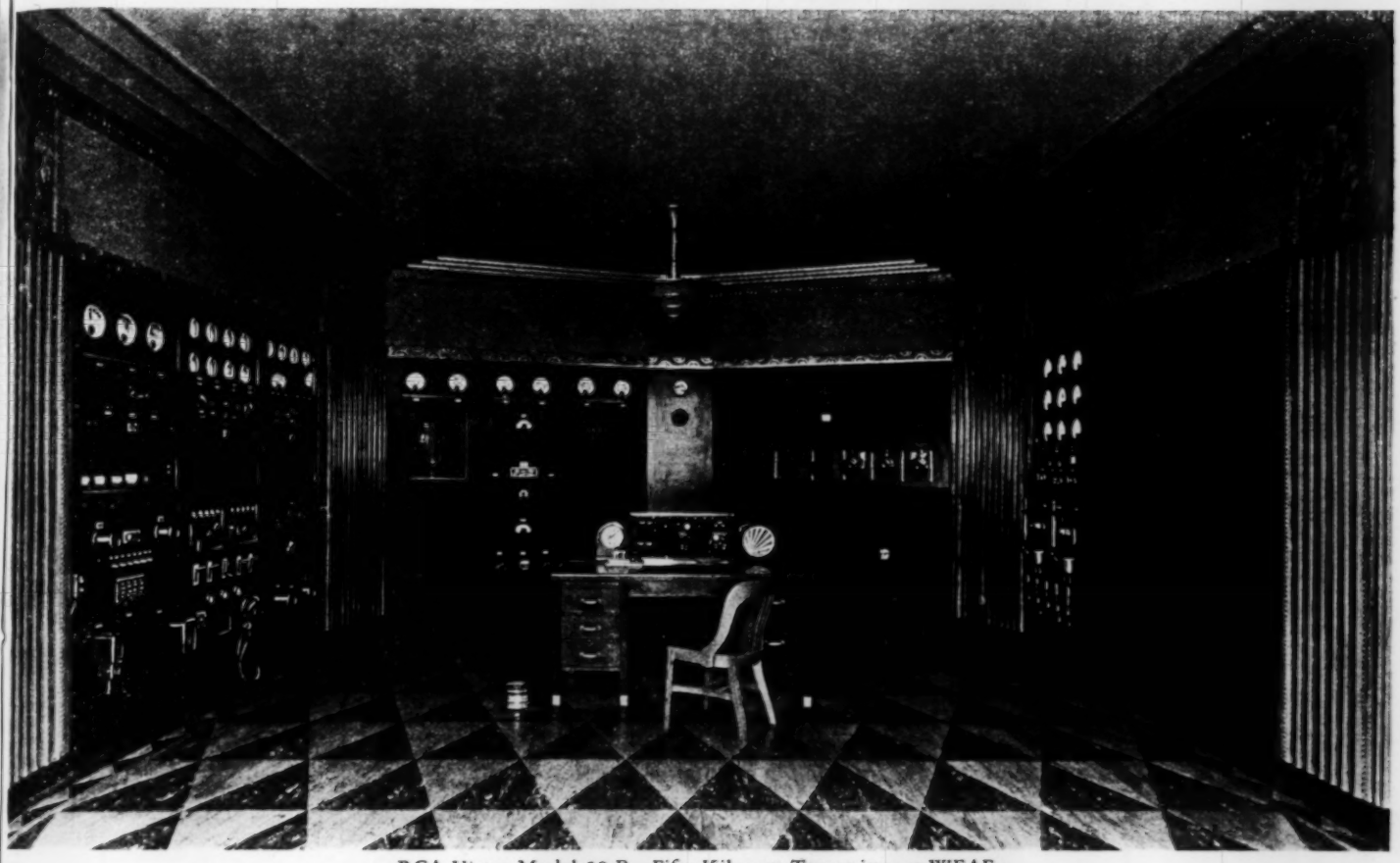
Every fall 150,000 folks are our guests at our Annual Festival.

Electrically transcribed programs are broadcast with Western Electric equipment, both 70 and 33 1/3 r.p.m.

If you are interested in reaching the tremendous buying power of North and South Dakota, Western Minnesota, Northwestern Iowa, and Northern Nebraska, your logical medium is

Radio Station **WNAX** Yankton, So. Dak.
570 Kilocycles

RCA Victor
Broadcast Transmitters



RCA Victor Model 50-B—Fifty Kilowatt Transmitter at WEAF

A majority of the nation's prominent stations use RCA Victor Broadcast Transmitting Equipment. A list of the RCA Victor Model 50-B Fifty Kilowatt Transmitters (the finest broadcast transmitter ever built) reads like a roll call of the elite. WTIC Hartford, WTAM Cleveland, WEAF New York, WFAA Dallas, WOAI San Antonio, KFI Los Angeles, WENR Chicago, and WJZ New York are proud of their Model 50-B's. WGY Schenectady, KDKA Pittsburgh, and WBZA Boston boast similar equipment designed and built by the same engineers. Thus *eleven of fourteen existing fifty kilowatt transmitters have been built and installed by engineers of the RCA Victor Company, Inc., and its associated companies.* The RCA Victor Company, Inc., also offers broadcast transmitters of 100 watts, 100/250 watts, 1 kilowatt and 5 kilowatts as well as speech input equipment, police transmitters and receivers, and power radiotrons. The same workmanship and design which have made for the Model 50-B Transmitter a national reputation are incorporated in all this equipment.

RCA Victor Company, Inc.

"RADIO HEADQUARTERS"

Engineering Products Division

Camden, N. J.

KWK Time-Teller Novel and Profitable

(*Continued from page 11*)

tor, for example, 6,000 more calls were received than the week before.

As now constituted, the service requires 12 carefully selected and carefully trained operators, 22 trunk lines and a reserve of 30 additional lines which can be put into service on a few hours' notice. It has its own manager, Newton Rucker, an assistant manager, and an advertising sales corps, including, it may be interesting to note, one saleswoman. It has its own suite in the KWK studios on the ninth floor of Hotel Chase.

Its success from the advertisers' viewpoint is demonstrated by the fact that, although their initial subscriptions were on 30 day trial contracts, nearly all of them now deal with the Time Teller Department on six-month contracts. The advantage to an advertiser in having his slogan or a brief, bright sales message conveyed to a guaranteed 4,500 persons a month speaks for itself. And the effectiveness of the service as a friend-maker for a broadcasting station which devotes particular attention to its appeal as a community institution is equally obvious. From that standpoint it would be a profitable venture even at a money loss.

Success Secret

THE PHYSICAL installation is not expensive, but the initial cost of personnel is considerable in both money and infinite pains. Success depends to an incredible degree upon the personal element. No care is too great, no tact too exquisite, in selecting and training the young ladies who must put over a winning telephone personality in a six-second message, and the task of polishing, of improving, of adding a touch here and smoothing out a rough spot there, is never finished.

The mere matter of arranging shifts is by no means simple. The peak load falls between 7 and 9 o'clock in the morning. Another rush begins at 4 o'clock in the afternoon, when "Marge" and her thousands of sister-housekeepers roll in from the bridge party or rouse from the afternoon siesta and wonder if it's time to start dinner for the lesser half. It continues until 6 o'clock, which may indicate that a number of them get home or wake up pretty late. From that hour until midnight the load on the Time Teller switchboard gradually diminishes, but the calls continue at the rate of one every four minutes to two every minute until 7 o'clock, when they leap up to one every two seconds.

To provide the maximum force at the peak hours the staff has been divided so that five operators are on duty between 6.30 and 10 o'clock in the morning and between 4.30 and 6 in the afternoon; three between 10 in the morning and 4 in the afternoon and from 6.30 to 11. One girl can take care of the switchboard for the hours between midnight and dawn.

This suggests another theoretical difficulty; how can the operators avoid delays due to persons who want to talk back or simply feel lonely? That trouble was obviated from the outset—broadcasting in advance that all one did was call the number and listen; it was no use to talk to the operator because she could not hear a word. As a matter of fact, the operators have headphones, but they do not listen in, at the infrequent instances when someone does speak; they go right on through their regular announcement and disconnect the call when it's ended.

Properly conveyed, under circumstances which evoke the concentrated attention of persons who have called Delmar 4040 in the knowledge that the advertiser's message would be delivered and then the correct time, this service has a unique advertising value, which is in proportion to the immediate attractiveness of the message. It is inestimable when it is something he wants to hear; a special sale, an attractive price, for example, such as Mr. Gorly's dozen gladioli delivered for a quarter (the example was taken from the actual list which the Time Tellers have before them to "broadcast" in rotation). The service is definitely helpful to the advertiser definitely helpful to the public, definitely a public service to listeners of the station and by the station.

Road Talk Scheduled

THE AMERICAN Road Builders' Association has arranged for the broadcasting of three talks advocating highway expansion by 40 independent stations which cover the United States and Hawaii. The programs were scheduled for November 10 and 24 and December 8. Speakers include public officials in various parts of the country.

W8XK Aids Churches

WESTINGHOUSE's short wave station, W8XK, auxiliary of KDKA, Pittsburgh, has enlarged its service of broadcasting messages abroad to include communications to missionaries of the Evangelical Lutheran Church and the Presbyterian Church. The station has long been transmitting messages to explorers and dwellers of the arctic and sub-arctic regions.

One-Tube Radio

WILLIAM L. EDISON, 51 years old, son of the noted inventor, is ready to begin manufacturing a one-tube radio receiving set if he obtains the necessary capital from his father's estate, it was revealed when announcement of the late inventor's will was made. He has been working on the set, which is designed to do the work of a multiple tube receiver, for some time. Mr. Edison lives in a modest home in the restricted residential section of Westover Hills, N. J.

RADIO IN ADVERTISING
ORRIN E. DUNLAP, JR.

MORE BUSINESS For Broadcasters With These Invaluable Books!

RADIO IN ADVERTISING

By ORRIN E. DUNLAP, JR.
Radio Editor, New York Times

This practical manual explains in detail how to sell more goods by radio. Methods of the most successful broadcasters, agencies, radio stations—choosing programs, writing radio copy, merchandising, measuring results, finding the right circulation, the right artists, etc., are given.

"A wealth of information. A complete history of what we know today about broadcasting, and an immense amount of evidence to show sponsors how to get the most out of their radio investment."—*Boston Transcript.*

"A highly valuable guide. Stuffed with facts."—*New York Times.* $5.00

RADIO AND ITS FUTURE

Edited by MARTIN CODEL

Answers all the questions of the what, why and how of radio.

An invaluable statement by 29 acknowledged leaders, including David Sarnoff, M. H. Aylesworth, Roy S. Durstine, J. G. Harbord, Lee DeForest and others, of the development of broadcasting, television, short waves, telephony, government regulation—every angle of the radio industry.

"The most complete book of this type I have ever seen."—*H. P. Davis, Vice-Pres. Westinghouse Electric Co.*

"A fine piece of work—comprehensive—authoritative—enables the layman to understand radio."—*I. E. Robinson, former chairman, Federal Radio Commission.* $4.00

FREE EXAMINATION COUPON

HARPER & BROTHERS
49 East 33rd Street, New York, N. Y.
Please send me ..... cop. of
☐ RADIO IN ADVERTISING—$5.00
☐ RADIO AND ITS FUTURE—$4.00
☐ I will remit $..... in 10 days or return book(s).
☐ Check enclosed.
☐ Send C.O.D.

Name .....
Address .....
City ..... State .....
Business Connection .....
(*Please fill in*)

K·M·B·C

"First—
in the Heart of America"

Now Becomes a Key Station of the Columbia Network

Adding—
Prestige
Listener Interest
Value

Midland Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.

WFOX Denied Request for Facilities of WEVD

IN ACCORD with its action of the previous week renewing the license of WEVD, New York City, of the Debs Memorial Radio Fund, the Federal Radio Commission on Nov. 6 denied the application of WFOX, Brooklyn, for the facilities of the Debs station. Chairman Saltzman and Commissioner Starbuck, who opposed renewal of WEVD's license, dissented.

WFOX, operated by the Paramount Broadcasting Corporation, had requested a change in frequency from 1400 to 1300 kc. and a change in time from sharing with WCGU, WLTH and WBBC, all of Brooklyn, to certain hours now assigned WEVD. Examiner Elmer W. Pratt took testimony in both the WEVD and WFOX cases, and recommended (Report 243) that the WFOX application be granted if the Commission sustained his previous finding that WEVD be deleted. He was reversed in both cases, however, the Commission having decided by majority vote that WEVD is rendering a distinctive public service and that it had taken necessary steps to avert future violations of technical regulations.

STATION WLTH, with studios in Brooklyn, has opened a New York studio on Second Avenue, where the majority of Jewish actors and orchestra leaders congregate. Sam Gellert, owner, will make his headquarters there. An elaborate inaugural program was broadcast on Oct. 21 with four orchestras and prominent Yiddish actors.

Not Today, Maurice

BOB KAUFMAN, of KELW, Burbank, Cal., was reported to have aspirations to feature Maurice Chevalier until one day he mentioned the matter to Manager Lazarus of the Publix-Paramount theaters, Los Angeles. Upon being told that the French idol might be obtained for a single appearance for $10,000, Kaufman replied: "Take the station; it's yours."

Doubtful Songs, Gags Barred by WBZ-WBZA

A CAMPAIGN against questionable songs and quips has been inaugurated by John L. Clark, program director of WBZ-WBZA, Boston-Springfield, in an order to his announcers, production men, dance band maestros and others having to do with the station's programs.

Contending that some radio programs are tending towards the obscenity found in many modern plays, books and films, Mr. Clark holds that radio, which enters millions of homes, must be purged of all that is unwholesome. He says: "The danger is not in instrumental sounds, except unskilled jazz that wrecks the nerves. The danger lurks, like a slow insidious poison, in the lyrics of songs."

Gags with a double meaning and sexy songs are the object of the director's particular attack. "The time has come," he asserts, "when those who guide the program destinies of radio stations must keep a sharp watch."

STATIONS » » » »

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SANTA CLAUS

A daily feature consisting of a series of twenty 15-minute programs for release December 1st.

Your local merchants will gladly sponsor this colorful Christmas series, of *Santa Claus*, in his workshop at the North Pole.

The Time is Short—

Wire, Write or Phone for Full Particulars

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Continental Broadcasting Corporation HOLLYWOOD

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Newark, New Jersey

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The Other Fellow's Viewpoint . . .

To the Editor of BROADCASTING:

The recommendation made at the Detroit Convention of the National Association of Broadcasters should be heeded by every broadcasting station in the country. Stations at the present time, and the majority rules, are not making any effort to make radio advertising campaigns effective. They do not give the merchandising tie-up any thought and as a result many potential radio advertisers are actually scared away.

While rate-cutting may have something to do with the present antagonism toward radio advertising, it does not compare in the least with the lack of cooperation on the part of the majority of stations. Consequently we hear this cry in many stations: "Well in our town the newspaper is fighting us and the advertisers want time for nothing."

Well, that may be the case, but the reason so many broadcasters say the newspapers are fighting them is because the newspaper is giving the advertiser some sort of cooperation and assistance, while the station gives none. Perhaps at this time it might be well to mention that many stations do not give their programs any thought. If they play phonograph records, well no thought is given to the programs.

Mind you, this statement applies to a great many stations. Wonderful programs can be produced with phonograph records, but when the station staff takes no interest in what they are doing, except the weekly pay check, then potential radio advertisers are going to be scarce.

The time has come for a complete housecleaning in many radio stations. The time has come when advertisers are going to expect and look for some sort of cooperation from the radio station—and if it is not forthcoming then all the rate cutting in the world will not increase radio advertising.

Sooner or later the powers-to-be-in-radio will learn that they must take a step forward—and do it. Not talk about it.

One certain producer of electrical transcriptions has realized that he can increase the effectiveness of his productions by giving the stations merchandising assistance. This producer has contacted several hundred stations in the past year and he made this remark to the writer: "The sooner that radio stations realize that they must give the advertiser some real merchandising assistance the better it will be for the industry as a whole." That one statement should be taken to heart.

Now just to show what can be done this transcription producer will issue with his next series one of the most elaborate merchandising books ever issued in the broadcasting profession. This book will contain suggested continuity for every transcription, suggestions as to whom each transcription can be sold, suggested advertisements for the advertiser to use in the local papers, window trims, suggestions that the salesmen can use in selling the transcriptions and so on. This book will be one of the first distinct attempts on the part of a firm supplying transcriptions to render some aid to the station.

Perhaps the reason that so little merchandising cooperation is being given radio advertisers is because those in control of the station activities do not know how to give it. So many stations are controlled by men who know broadcasting, yet they do not know a thing about merchandising and advertising.

They have what many people call a one-track mind. They cannot see anything else but running the station. And too often this condition is a detriment to the success of the station.

When men with a merchandising and advertising sense are controling the activities of the station, it is showing a real profit instead of a loss, as so many stations now do. While some of the loss may be traced to rate-cutting, it is my opinion, as an outsider, that the real fault lies in the failure to give the advertiser the kind of cooperation that will really help him and prove to him that radio advertising pays.

The NAB deserves the thanks of every radio advertiser for depreciating the lack of cooperation that tends to make radio advertising campaigns effective. And when station managers and commercial managers realize that the hand writing on the wall means something, then radio advertising will reach the plane it deserves.

P. W. LAMPERTINE.
Advertising Manager,
The Greater Boston Store,
Peoria, Ill., Nov. 5, 1931.

Celebrities Interviewed By Reporter On WGAL

"AIR INTERVIEWS" is a local feature of unusual interest on WGAL, Lancaster, Pa. When a celebrity comes to town, he is invited to participate in an actual interview with a representative of the Lancaster Newspapers, Inc., of which WGAL is a subsidiary. Instead of going to the train, hotel or theater, the reporter asks his questions and receives his answers before a WGAL mike. Then the interview is published in one of the daily newspapers.

Among the prominent persons who have been interviewed in this manner are "Red" Grange, Howard Thurston, Grant Withers, "Peaches" Browning, Billy Sunday and "Sonny Boy" Davey Lee.

Refuses Court Broadcast

JUDGE Leo Aggeler, of the Los Angeles municipal court on Nov. 7 refused to allow a broadcast of trial proceedings in his court. Defense counsel had asked permission for the radio. The case, a jury trial, was for 10 alleged radical sympathizers accused of disturbing the peace during a "Red" demonstration the night of Oct. 20 .

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• A frequency response and wave form analysis by a trained engineer, employing adequate instrument equipment will determine definitely whether the quality of transmission is such as to attract audience.

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• Advertisers have the right to know whether an independent survey shows proper technical performance. Sales resistance may be decreased if such assurance can be given.

• The Radio Research Co., Inc., offers a complete independent engineering service to broadcast stations. A primary object of this service is to point the way towards the most effective use of the station's existing facilities.

• Correspondence is treated confidentially and promptly.

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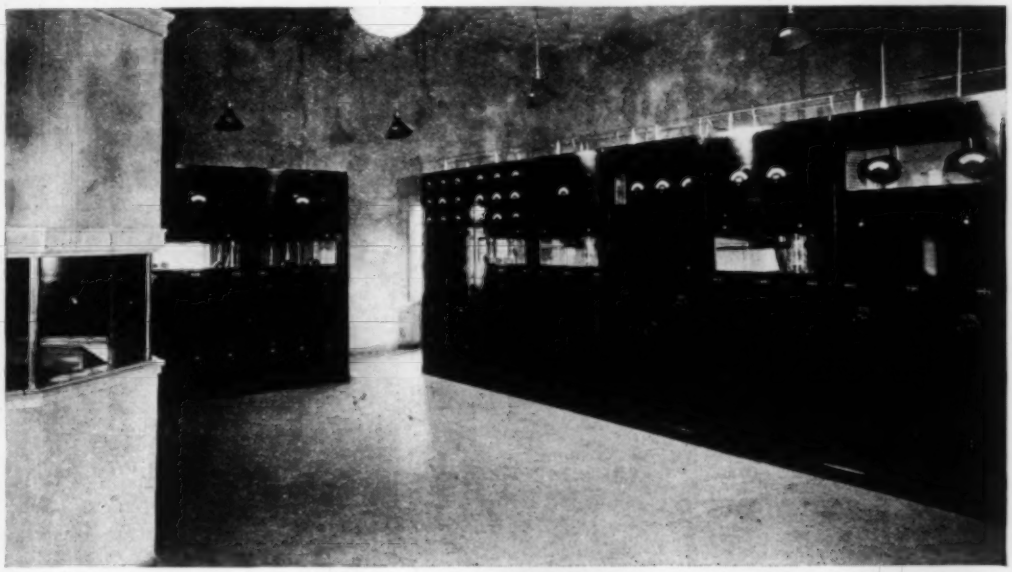

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Broadcasting Equipment Built to Meet Your Special Requirements

WHEN special problems of broadcasting must be solved by special apparatus that is just when WESTERN RADIO ENGINEERING COMPANY engineering experts can do the most for you. ❁ Standard stock does not always meet all essential requirements. WESTERN RADIO specializes in manufacturing apparatus to do the difficult job in each unusual instance. ❁ In addition to building transmitters ranging from small 100 watt to huge 100 kilowatt models, WESTERN RADIO produces all kinds of equipment for studios and transmitters and manufactures replacements and special apparatus especially designed to give the greatest efficiency to each transmitting plant. ❁ Transmitters manufactured by WESTERN RADIO give maximum efficiency because they have a frequency response practically flat from 30 to 10,000 cycles. ❁ Every WESTERN RADIO transmitter includes the very latest development in frequency control, maintaining the assigned frequency with less than a 3 cycle variation. ❁ WESTERN RADIO police transmitters are famous for unusual reliability. ❁ The name WESTERN RADIO ENGINEERING COMPANY on any piece of broadcasting equipment is an assurance of excellence in workmanship and maximum efficiency in operation. ❁ Write for detailed information relative to any type of transmitter or broadcasting apparatus.

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